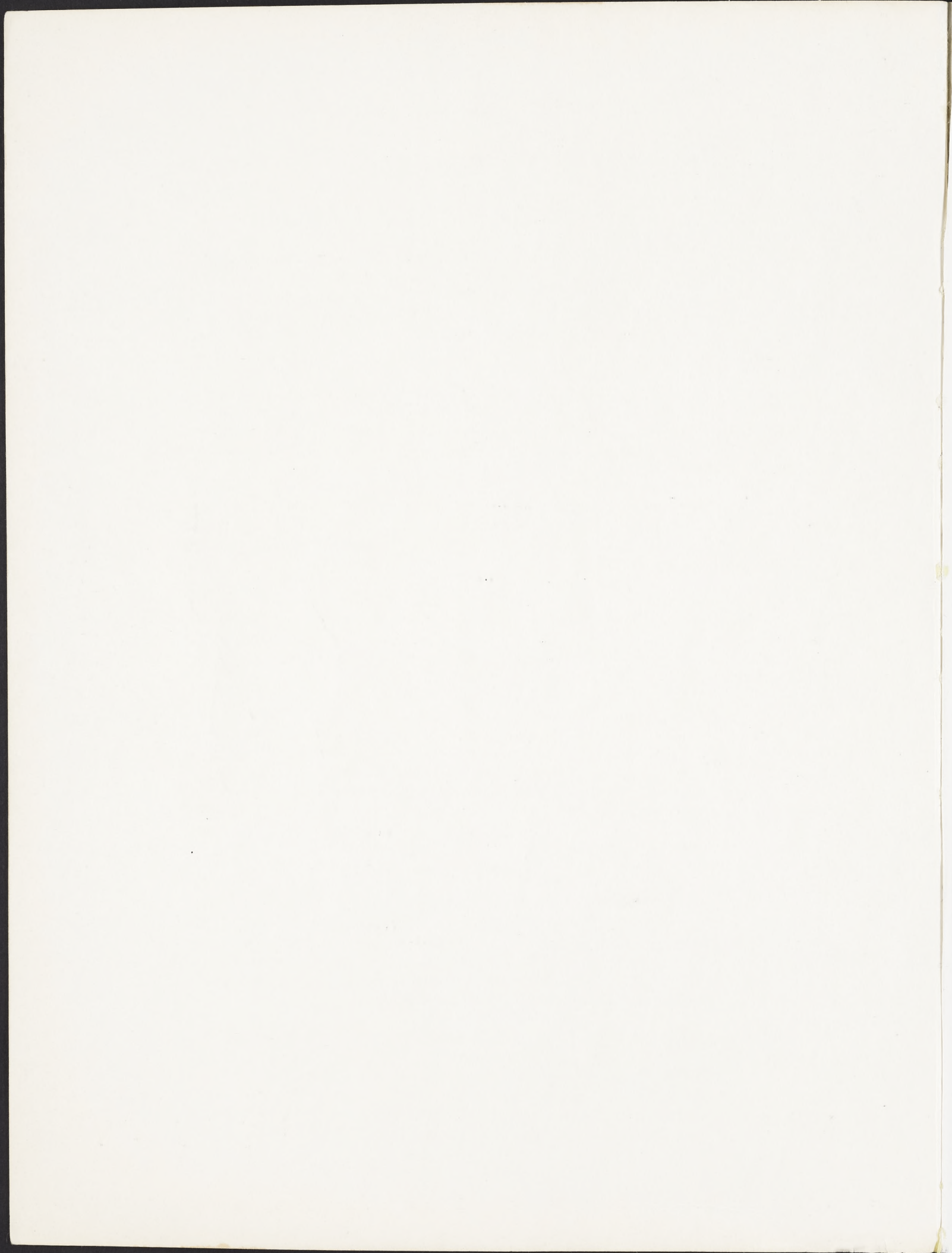


CORONATION BALL 1971



SAN FRANCISCO, CALIFORNIA.



LEST WE FORGET

[A thumbnail history of the TGSF, outlining the succession of Presidents and their accomplishments in office.]

It was "way back" in 1962 when a small group of concerned bar owners and bartenders, dedicated to the purpose of protecting their individual rights as such, decided to formalize their efforts with a California State Charter, a slate of representative officers, and as many dues paying members as the few gay bars of that day could provide.

It is true that there was an organized "drinking society" which was the forerunner of the Tavern Guild of San Francisco, but its aims were without purpose and its activities were confined primarily to Tuesday afternoon drinking contests. A real fun group-- but highly disorganized.

Meeting one day at the once famous SUZY-Q on Polk Street, it was decided that the time had arrived to formalize these weekly "get togethers" and to determine a sequence of where and when these sessions should be held.

Soon it became evident that the only place to be on a Tuesday afternoon, was where the Guild was meeting -- where you could hear and disseminate news of the City -- and dream of that day when owners as well as bartenders could enjoy equal rights under the constitution of this great land of the free.

It must be pointed out here that in 1962 it was illegal to maintain a place of assembly (bar) where known homosexuals gathered. Whereas the Constitution of the United States guarantees "freedom of assembly", this freedom was denied our community in the City and County of San Francisco, and upheld by the great State of California through its Alcoholic Beverage Control Act.

Thus, the life expectancy of a "gay" bar in San Francisco was approximately six months to a year, depending upon, in which police district it was situated.

Since necessity is the mother of invention, the unjust and intollerable laws, the method of enforcing them, and the seriousness of their consequence, gave this weekly drinking group purpose and determination to build an organization which collectively could fight the discriminatory acts against our community.

The City was just recovering from the ugly wombs of the great "gayola" fiasco, when the effervescent Phil Doganiero, the SUZY-Q's popular bartender, was elected first president of the Tavern Guild of San Francisco. His Vice President -- Hal McCune -- had just come up from the southland, to be the first manager of the newly opened TOOL BOX, the first bar to dare to open South of Market Street.

WHERE THE HAPPY

FOLKS MEET

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DANCING FRI-SAT 10-2
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GAY DEPARTMENT (upstairs)

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RICKY STRIKKER,

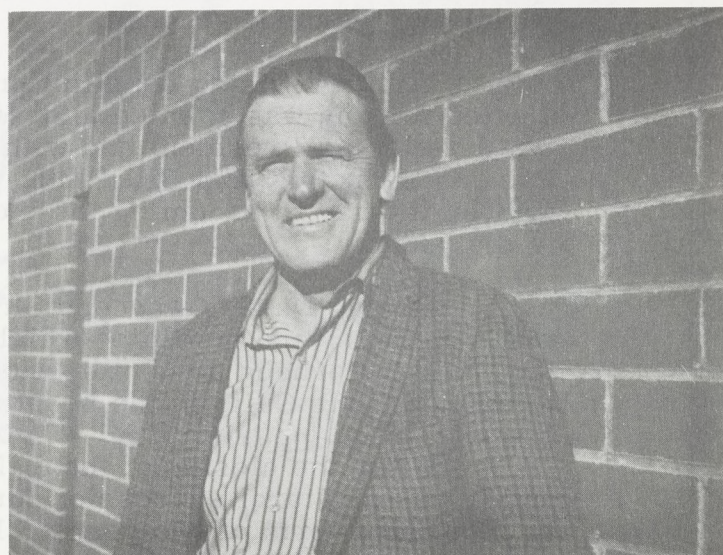
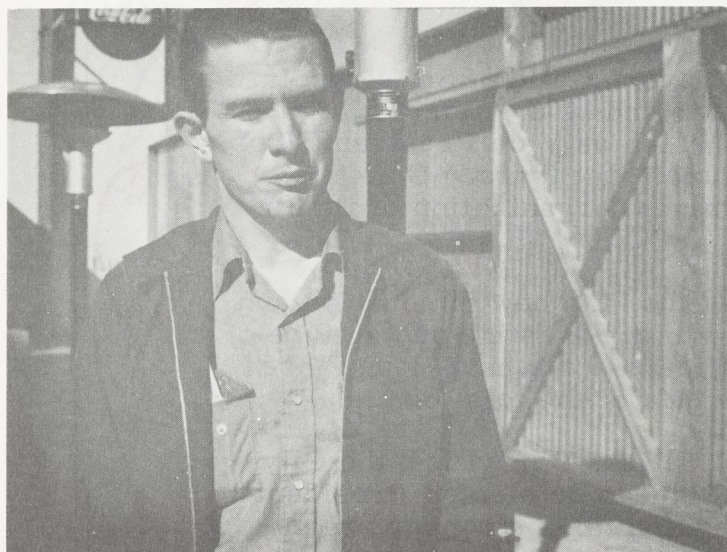
RAY RULE,

AND BILL PLATH



GEORGE BANDA

BOB PATTERSON,



a gay bar. The JUMPING FROG is credited with being the first bar to show full length feature movies to packed houses.

In an effort to improve the Guild, Darryl sought the advice of his friend, Hal Call, President of the Mattachine Society. Hal helped Darryl improve the Guild's constitution and supplied capable and serious speakers for Guild meetings. With appearances on radio talk shows, the community was becoming fully aware of the Tavern Guild and what it hoped to accomplish.

Darryl realized that to accomplish anything worthwhile, would require more money than Guild dues provided. Having sponsored the first Beaux Arts Ball as a promotion for the JUMPING FROG in 1963, Darryl proposed that the Guild take over and sponsor this event annually; with far seeing members like Bill Plath and Bob Ross, the three of them presented themselves to the then newly opened HILTON HOTEL, and on the spot, concluded arrangements for the first Guild sponsored Beaux Arts Ball in its Grand Ball Room, which was a social and financial success.

With a revised constitution, the Tavern Guild of San Francisco applied for and was granted a State Charter and seal. Darryl Glied was re-elected President and with Hank Welsh as Vice President, Bob Ross as Secretary and Bill Plath, Treasurer, the Tavern Guild was well on its way to becoming the most dominant organization of its kind in the country.

During Darryl's second term in office, the now famous Tavern Guild picnics were instituted which added to the prestige and stature of the Guild. Perhaps no combination of officers could have done more to establish the Guild in the hearts and minds of the total community.

After the closing of the JUMPING FROG, Darryl left the City and it was a natural succession for Bill Plath to be elected President in 1966 for a term of two years. Bill's vision for a stronger organization generously sprinkled with fun-filled events during the year, became legend.

It was Bill Plath's idea to commence the now famous Tavern Guild auctions, which were scheduled in different bars on alternate Monday nights. This gave a handsome profit to our member bars since unprecedented Monday night crowds attended to enjoy the fun and wit of the auctioneers. It also provided the Guild with funds to support other worthwhile causes and programs.

Among the several assists that the Guild gave during Bill's Presidency, outstanding was his wholehearted support of the City and County Health Department's program on VD control. In concert with other organizations, the Guild was among those to be counted on for moral as well as financial support.

CORONATION BALL 1971

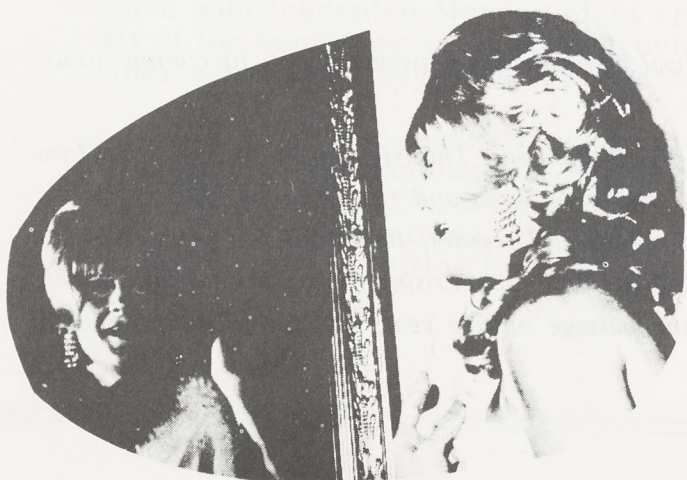
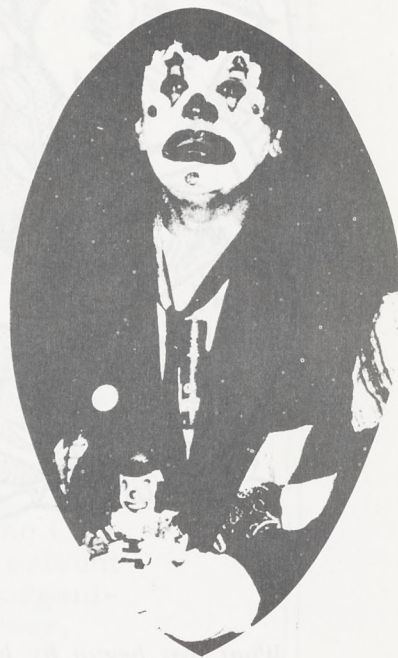
JACK TAR HOTEL SAN FRANCISCO



What was begun by his Majesty the Great Emperor Norton I (1819-1880) was re-established in October of 1966 by the Tavern Guild of San Francisco, when Her Imperial Majesty Empress José I (the Dowager of the West), was crowned First Empress of San Francisco, Empress of the United States and Protectoress of Mexico and Columbia.

The above illustration was created by Ron, (the official artist to the Dowager José), to commemorate the first five years of Imperial rule.

It contains the various symbolic animals of the first five Empresses. The Nightingale of José, the Hummingbird of Bella, the Peacock of Shirley, the Rattlesnake of Reba and the Dove of Peace of Willis. It is crowned by representations of the Imperial crown, orb and scepter, figures of the Goddess Diana and the God Victory, a shield containing the royal symbols of a Phoenix rising from the ashes surmounted by the Imperial crown, an hour glass representing the passage of five years and California poppies in an Art Nouveau border.

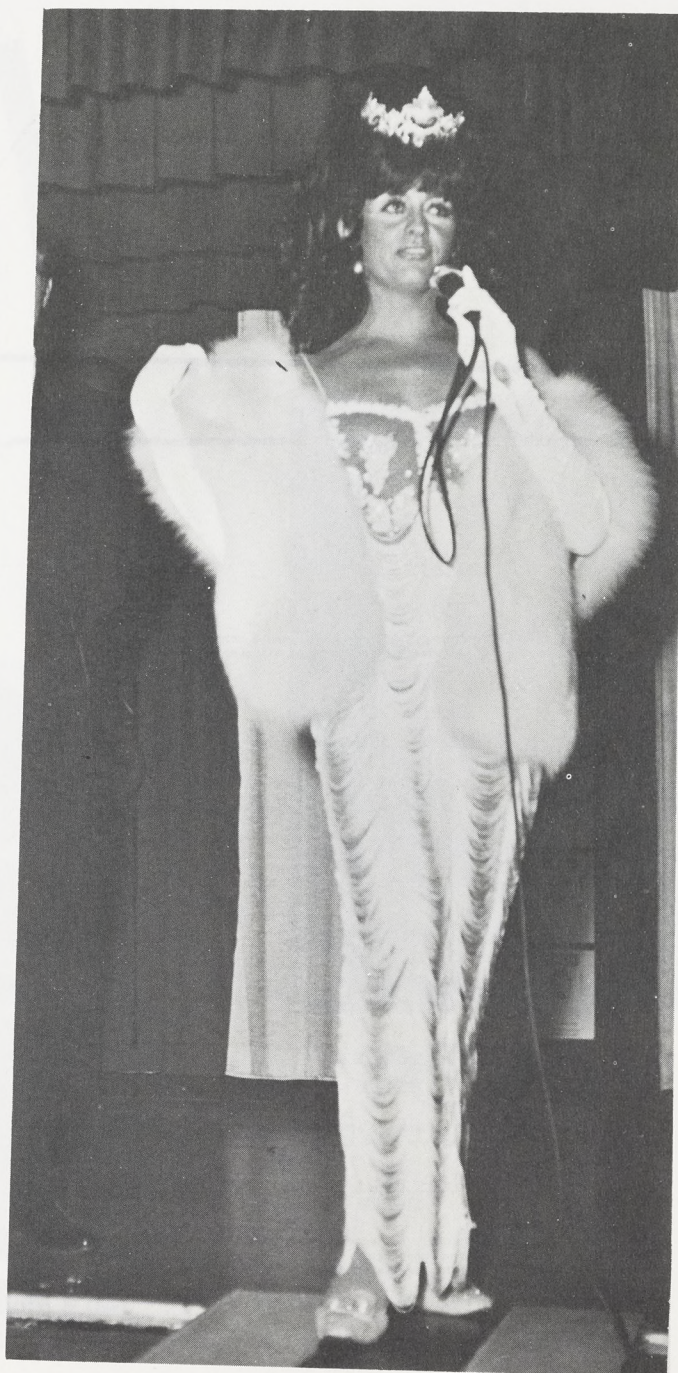


f
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/
J
C



Empress IV

May Pleasure
be granted to your
hearts daily
throughout the
coming year.
Empress Reta IV
1969



CONSTITUTION

OF THE

TAVERN GUILD OF SAN FRANCISCO

EFFECTIVE JULY 17, 1962

HEADQUARTERS: SAN FRANCISCO

ARTICLE I

NAME AND PURPOSE

Section I NAME. This organization shall be known as THE TAVERN GUILD OF SAN FRANCISCO.

Section II PURPOSE. A non-profit organization established to exchange information and ideas for the operation of our particular caliber of establishments.

ARTICLE II

MEMBERSHIP

Section I MEMBERSHIP. Membership is limited to owners, operators, managers and employees of our particular caliber of establishments.

ARTICLE III

OFFICERS

Section I DEFINITION OF OFFICERS. The officers shall be a President, a Vice President, a Secretary and a Treasurer.

ARTICLE IX

DUTIES OF THE SECRETARY

Section I DUTIES OF THE SECRETARY. He shall keep a correct record of the proceedings of all meetings and carry on all correspondence of the Guild.

ARTICLE X

DUTIES OF THE TREASURER

Section I DUTIES OF THE TREASURER. He shall deposit all revenues in a bank designated by the officers of the Guild. He is authorized to draw a check from the general fund of \$25.00 for "Petty Cash".

Section II Authorized signatures shall be the President, Vice President, and Treasurer.

Section III He shall present all bills to the officers for approval.

ARTICLE XI

RESIGNATIONS

Section I RESIGNATIONS. All resignations must be presented in writing at a business meeting.

ARTICLE XII

VACANCIES

Section I VACANCIES. Vacancies of officers shall be filled in accordance with ARTICLE IV, Sections I and II.

ARTICLE XIII

FINANCES

Section I ASSESSMENTS.

- (a) BUSINESS MEETINGS. Assessment of \$1.00 per person is levied at each business meeting.
- (b) SOCIAL MEETINGS. Assessment shall be at the discretion of attending members.

ARTICLE IV

NOMINATIONS AND ELECTIONS

Section I NOMINATIONS. Any duly qualified member may place in nomination a candidate for an office.

Section II ELECTIONS. Elections for officers shall be by secret ballot by all members in good standing present or not present at election meeting. A majority of all votes cast for each office shall be required for election.

ARTICLE V

TERM OF OFFICE

Section I TERM OF OFFICE. A term of office shall be six months from day of election.

ARTICLE VI

COMMITTEES

Section I COMMITTEES. All appointed committees shall consist of not less than three (3) active members in good standing.

ARTICLE VII

DUTIES OF THE PRESIDENT

Section I DUTIES OF THE PRESIDENT. He shall preside over all meetings of the Tavern Guild of San Francisco.

Section II He shall at all regular and special meetings preserve order.

ARTICLE VIII

DUTIES OF THE VICE PRESIDENT

Section I DUTIES OF THE VICE PRESIDENT. He shall assist the President in the general supervision of the meetings; in the absence of the President, he shall assume the duties of that office.

ARTICLE XIV

UNEMPLOYED MEMBERS

Section I UNEMPLOYED MEMBERS. Unemployed members in good standing shall be exempt from all assessments.

ARTICLE XV

MEETINGS

Section I MEETINGS. Meetings shall be held Tuesday of each week from two (2) to four (4) PM at a place specified by the officers. Meetings will alternate as Business and Social meetings.

ARTICLE XVI

RULES OF ORDER

Section I RULES OF ORDER. Roberts Rules of Order shall prevail at all Business Meetings of the Guild.

ARTICLE XVII

AMENDMENTS

Section I AMENDMENTS. Proposed amendment to the Constitution of The Tavern Guild of San Francisco shall be by a two thirds (2/3) majority vote of all members present at that particular meeting.

ARTICLE XVIII

RIGHTS OF MEMBERS

Section I RIGHTS OF MEMBERS. Every member has the right to demand that others shall be in order, but he must use this right in such a way as to be himself consistent with good order.

It is the duty of each member;

- (a) TO MAINTAIN ORDER.
- (b) REFRAIN FROM CONVERSATION DURING DEBATE OR OTHER BUSINESS.

CANDIDATES FOR EMPRESS



71



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KEN ON HIS KNEES, GETTING
CARNATION READY FOR THE
SHOP



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PROJECT 5-7420

americ

Although the Board of Supervisors had just voted themselves a substantial salary increase, when the Health Clinic was forced to move to larger quarters, the City and County found itself sadly lacking in funds for equipping it. Contacts in the Clinic advised Bill that they could either buy badly needed test equipment and no waiting room furniture, or buy the waiting room necessities and scimp on the badly needed treatment equipment and supplies.

With the enthusiasm of a Carrie Nation, Bill fired up a special series of auctions and at its conclusion the community had rallied to the cause and bought so much "object d'art" that the Guild was able to completely furnish the waiting room at the Clinic in excellent good taste and to everyone's satisfaction.

If Bill Plath will be remembered for nothing else in his long line of Guild achievements, the bronze plaque over the electric drinking fountain in the Clinic's waiting room will give testimony to his effective presidency, during two terms of office.

A revised constitution provided that officers be elected on even years, while directors be chosen on odd years. This posed a situation where there was an odd year upon us and election time was at hand.

Looming brightly in the Guild sky was a firey lawyer, owner of a bar and restaurant in Marin County. He was vocal at meetings with substantial purpose and programs. He believed that San Francisco could and should share its effectiveness with the greater Bay Area, and as such become even more effective. With little opposition, Don Banks was elected the Guild's seventh president and forthwith inaugurated a program which would bring into the organization member bars from all over the Bay Area, and even one from Nevada.

It was in this odd year of 1969, that the Guild truly took on a wider horizon and was recognized by political and social entities alike. The Guild had come a long way from that day in 1962 at the SUZY-Q.

Our continued auction program with Bob Ross as master auctioneer, proved financially rewarding. Since outstanding effort generally is rewarded, Bob Ross was elected President in 1970 and immediately set about to straighten out all the annoying things to which the growing organization had fallen heir.

While being impeccably fair, but nevertheless a strict parliamentarian, it was Bob Ross' desire to see that no discredit would come to the Guild as a result of selfish manipulation. He appointed a committee to revise and bring up to date the provisions of the constitution and By-Laws.

To satisfy complaints from some quarters, a method of electing an Empress was proposed and adopted by the membership, which would preclude any collusion in the future. A committee made up primarily of past monarch acted in concert with the Board of Directors and their proposal was unanimously adopted by the total membership.

Because of its cumbersome nature, and as a result of the new method of electing the Empress, the Beaux Arts Ball was divorced from the actual Coronation and a separate event was programmed at which the newly elected Empress would be crowned.

So far under his presidency, Bob Ross has met in concert with Chief of Police Nelder and President of the Board of Supervisors. Bob Ross outlined the injustices which it is felt is the lot of the gay community, and these injustices have been promised a close scrutiny by Mrs. Feinstein. The Chief of Police assured Bob that the door of his office will always be open to him and the Guild.

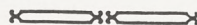
This new liason with the City's political leaders will be extended to those of the state when Bob arranges a rapp session with the Director of the A. B. C., and the Attorney General's office--as well as other persons who are in a position to lighten the load which the gay community finds too heavy to carry.

When police squad cars with flashing red lights and for no reason whatsoever, parked outside of ROMEO'S on Haight Street, or in front of the TAY-BUSH at that well known intersection, or in the red zone in front of MAURICE'S on Powell, little did the few Tavern Guild members realize that one day so soon, the president of the Guild would be welcomed courteously and cordially in the office of both the President of the Board of Supervisors and the Chief of Police.

Like they say in the cigarette ads: "You've Come a Long Way Baby!"

But this has been only a thumbnail review of the Guild and it is already apparent that our early dreams were not without a great deal of fulfillment. Surely, it is not a futile dream now when Bob speaks of a day when the Guild will own its own building where it might hold its own dances, parties and balls and even rent out office space to other organizations of like persuasion--or to own its own acreage with a shady glen, where it might hold its own private picnics without paying unrealistic and exorbitant rental fees to unfriendly hosts.

Dream away Bob Ross and together with your capable elder staff of dedicated bar people to steer you on course, the Guild will attain the ambitious goals to which you have dedicated yourself.



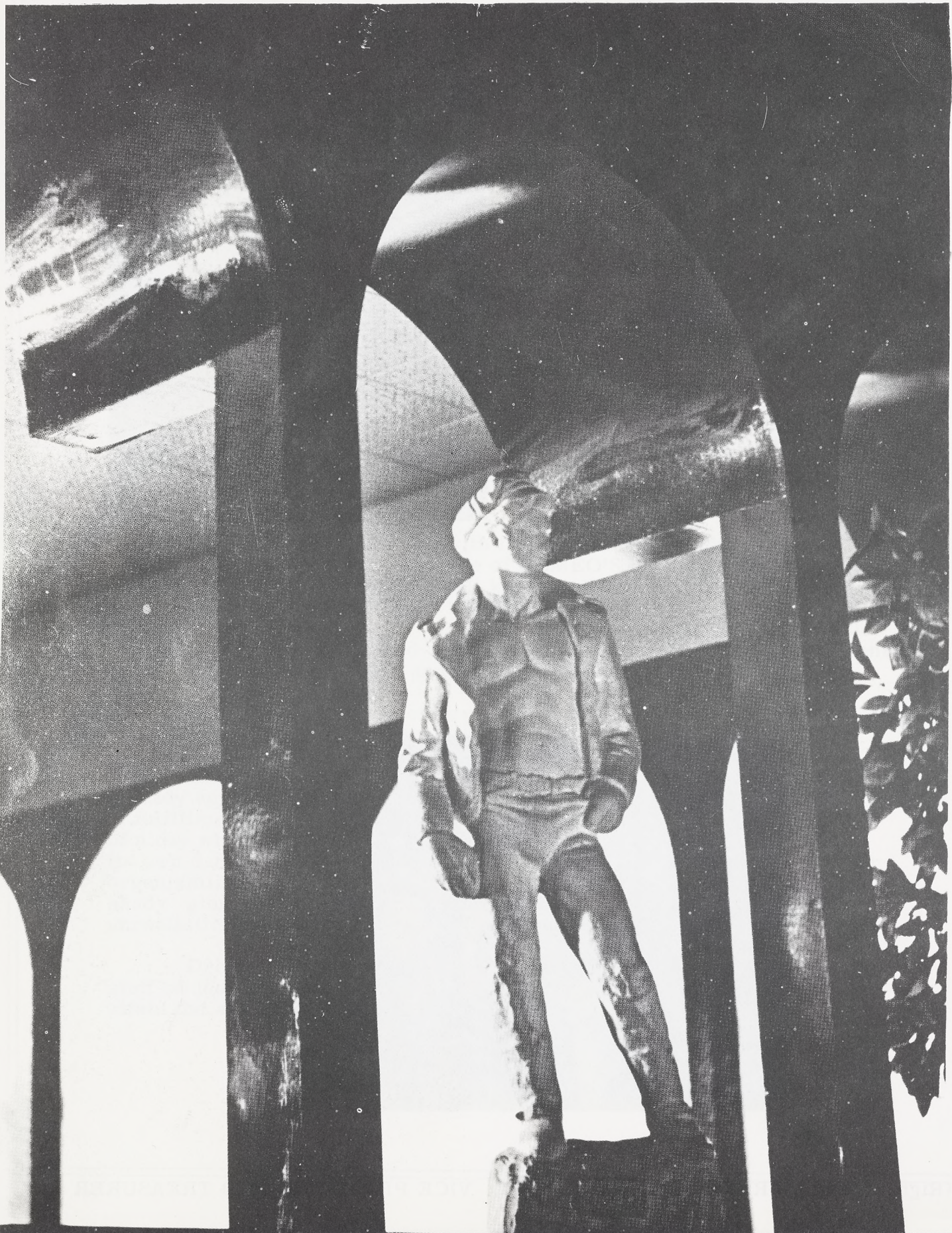
THE PIONEERS OF THE

TAVERN BUILD - 1901



(Right to Left) PRESIDENT, SECRETARY, VICE PRESIDENT AND TREASURER

The Roman (SAUNA) Baths



T
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C
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a



Empress I

*It's 50,000
lonely at the
Top*

*Dowager
Empress
José I*



"THE NIGHTINGALE OF MONTGOMERY STREET"

This is the story of José Julio Sarria -- Formerly an entertainer at the "most bohemian bar on the West Coast;" a political aspirant; a man whose fast wit has entertained hundreds of thousands in spoofing the Grand Opera; a man who does not hesitate to chastise the high or comfort the low; a man of great heart and understanding. This is José Sarria -- San Franciscan Extraordinary.

José uttered his first falsetto tones on the 12th of December, at the fashionable St. Francis Hospital in San Francisco. But then if you study the picture of Jose taken at six months, you can see he was already trying out for the stage.

Then came the dark years of being a child, until his entrance into public schools at Emerson Grammar School.

But then the picture starts changing and he is in attendance at the San Rafael Military Academy, in Marin County, across the Golden Gate from the City he loves. José, even to this day, has a thing about uniforms. This probably stemming from his early years at San Rafael Military. He is reluctant to speak of the reasons for leaving this school, but soon his enrollment was at St. Dominic's School which was closer to his mother and home. This school was discontinued soon after José enrolled.

Then came the years of really growing into manhood. After being enrolled at the John Sweet High School, he buckled down to work and after transferring to the Commercial High School (since closed), he graduated with honors.

José entered San Jose State College soon after the closing of good old CHS where he studied until his enlistment in the United States Army (Uniforms?).

So the education pattern gives us no clue as to the present occupation qualification.

When he was engaged in the defense of his country in WW II, he served with the 70th (That number may be of some significance) Infantry Division where he was awarded the Combat Infantry Badge. After participation in two major engagements of the war as a combat infantryman, he was assigned to Headquarters, Berlin District, assigned to the Officers Club. It was here that José first became aware of his desire to entertain his fellow man.

Soon after his arrival back in San Francisco, he was on the stage, as a female impersonator, at the Beige Room, now closed.

Earlier in his youthful years, José had taken voice lessons from Madam Vought, who had proclaimed him "Another Bobby

Breen", and his mother had employed Naomi Blender, concert violinist of the San Francisco Symphony, to teach her son the violin. After many months, it was decided that he would never play satisfactorily.

After his stint at the old Beige Room, José was often at the Black Cat, as a customer, and as was the practice in those days, entertained the crowd, for you see at this time each of the customers at this bohemian bar would do an act or two for the enjoyment of his fellow entertainers.

José was such a camp that he soon found that he was doing most of the entertaining, and then he became a regular or a steady feature of the "Cat".

Sarria has regularly lectured his patrons on the need for those who "are a little different" to stand up for their rights. During each of the periodic cleanups that the police departments are wont to embark upon, he has told his listeners how they should take care to avoid certain areas and to abstain from public displays.

When George Christopher, Mayor of San Francisco, was opposed for that office by Russell Wolden, he was accused by Mr. Wolden of "being soft on homosexuals". Prior to this, it was odds on, that Wolden would be elected Mayor. This issue defeated him, for the many, many who were involved, together with their friends, went to the polls in flocks to defeat the man who dared to make this a political issue.

Christopher then turned on the people who had been responsible for his election and made life generally miserable for them. During the "Gayola" scandals in San Francisco, the Mayor evidently directed a whitewash of the police who had taken bribes from the bars. It was then that our hero decided to enter politics.

The City of San Francisco has a City-County combination government, whose primary legislative branch is the Board of Supervisors. This is composed of eleven Supervisors, chosen from the entire city at large. It was for a position on the Board of Supervisors that José made his debut into politics. He did practically no campaigning in any location other than the "Black Cat". When the ballots were being counted, our José threw a Victory Party at the "Cat". No one there thought that he would win. Even before the petition, placing him on the ballot was entered, it was a foregone conclusion that he did not have a chance. But the victory was there, for he had run the gamut of the political circus without being smeared by a single opponent. It has been said that no politician in his right mind will make homosexuality a campaign issue in San Francisco if he wants to be elected.

José received over 6,000 votes in his race for Supervisor. Those who were elected received 70,000 to 100,000. A person not connected with his campaign remarked that this was just short of

remarkable, for his expenses were short of \$500.00, and since he made only one appearance outside of his weekend shows at the "Black Cat".

The aftermath of the political experiment was an arrest by the San Francisco Police Department on a vague and unnecessary charge. Following his own advice, so often given, Jose promptly pleaded "Not Guilty". The Judge, in dismissing the case, remarked, "I will not allow my court to become an instrument of punishment of unsuccessful candidates."

However, with the advent of the tightening of expense accounts, and the retirement of his long-time accompanist, Jose entertained only on Sundays at the "Cat", until it was put out of business by the ABC.

He then embarked upon the Opera on Bay Street at the "Backstage". From there to the grand madame at "Salina's Parlour" holding the traditional cultural events on Sundays as usual until they discontinued serving brunch. Finally, on October 31, 1965, he was crowned the Royal Empress de San Francisco and ruled for one year with great grandieure and much pomp -- thereby uniting the community as it is today.

THE NIGHTINGALE OF
MONTGOMERY STREET

JOSE





CHARLOTTE & JOSE LOOKING FOR SUITABLE SWIMMING HOLE



#1

NEVER ANYONE AT THE BAR,

BUT THE BAR WAS LOADED WITH GLASSES

#2

BILL PLATH AND JOSE

HELD COURT HERE



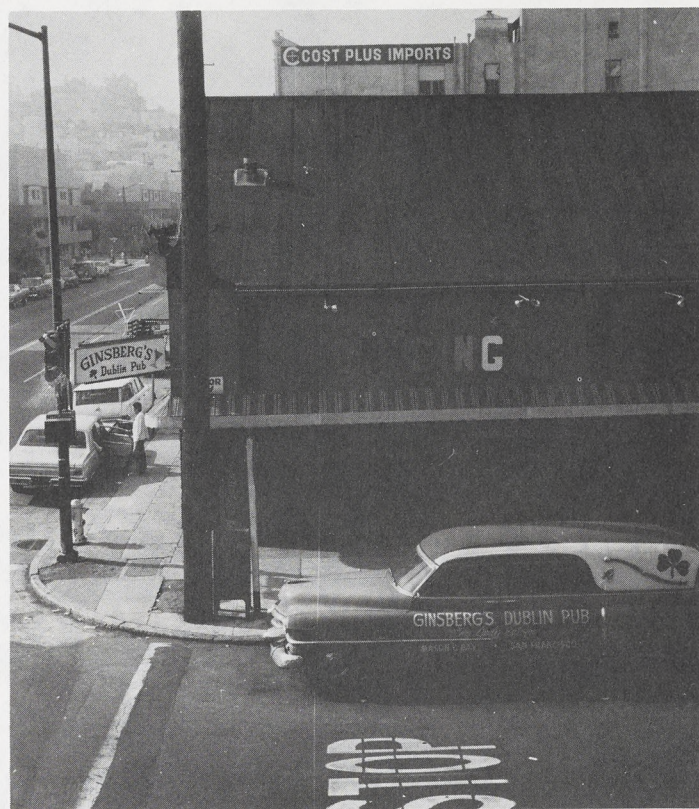
#3

EVERYONE SAID "IT'S TOO FAR OUT -

- IT WAS FOR ITS DAY

#4

THIS ONE FOLLOWED RICH'S CORNER



THE FORERUNNER OF ALL THE

LEATHER BARS, SOUTH OF MARKET

#5



MANY A RIBBON CLERK

FOUND A HOME HERE

#6



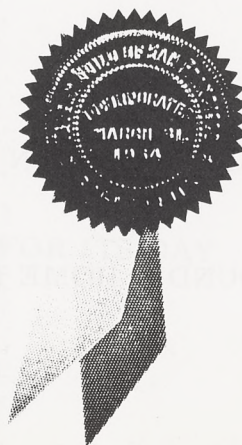
PROCLAMATION

on this date
Jose de Sarria
 has been voted, acclaimed,
 raised, elevated and honored
 as the
Empress de San Francisco
 to reign for a period of One Year

Anno Domini 1966

In witness whereof:

William M. [unclear] Robert H. [unclear]
Robert H. [unclear] [unclear] H. Brown
Bill Smith [unclear]
Robert E. Botta [unclear]



Maud's Study

Congratulates

the

Empress

1971

and

wishes everyone

a very

Happy

New Year

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731-6119

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shower with a friend

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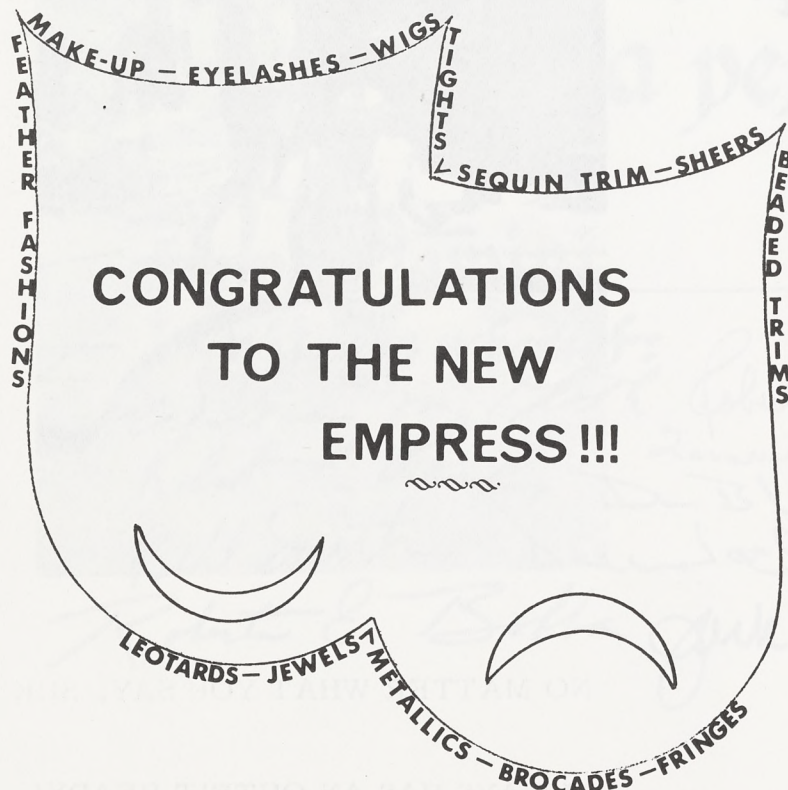
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MARIANO DOMINGUEZ



WHO EVER HEARD OF A
LATIN HIGHLANDER!

The
Bayo
u

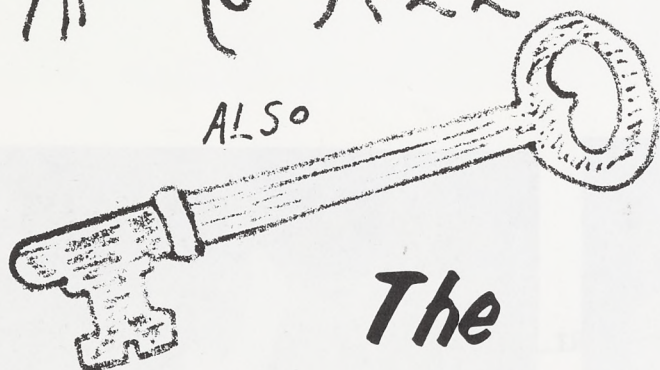


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says

Hi Yo' ALL

ALSO



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Palo Alto

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and
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776 7851

Lunch

1130-200

Dinner

520-1000



Home of the
Nutmacker Sweet Pie

1967

Candidates



It hurts
to be
Number II

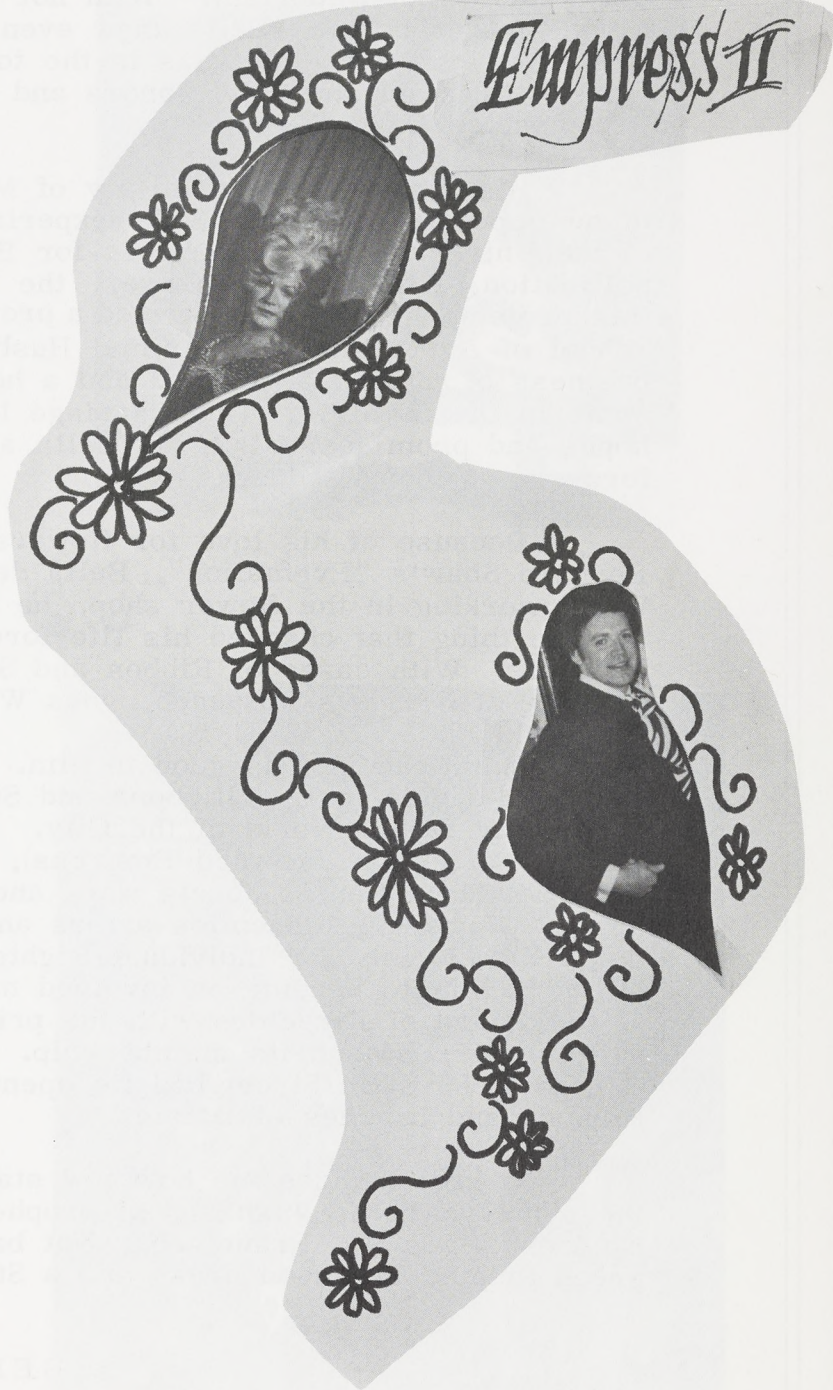
I should
have tried

Harder

Empress Bella
II



Empress II



"NOTHING LASTS FOREVER"

The Daisies were in bloom in the Spring (April 17th). The year is not important. With not too much excitement, an Empress was born. (Bella knew even then what was to come of him). In high school he was in the top half of his "Home Ec" class. He graduated with honors and was voted the boy most likely to become a Drag Queen.

His days at the University of Minnesota were filled with many important projects. The experimental, agricultural branch of the University had high hopes for Bella's experiments on cross-pollination of his favorite flower, the Daisy. While involved in this project, he met and married a professor at the Spring Valley School of Agriculture and Animal Husbandry. Bella settled down to the business of running a husband and a house. [of ???] It was a lovely home in the country. The marriage like so many was filled with hopes and promises. But, as Bella always says, nothing lasts forever. (What Wisdom???)

Because of his love for flowers and the influence of George Bernard Shaw's "Pygmalion", Bella decided to become a florist. While working in the flower shop, he discovered Ribbon...And, the one thing that changed his life forever, a Staple Gun. (A Star is born.) With cases of Ribbon and Staple Gun in hand, he now, because of Greely's influence, goes West. (Gay Man!)

San Francisco is good to him. And what's more important, everyone seems to like Ribbons and Staples. He becomes involved in the Gay Social World of the City. He is introduced to Jose Sarria (not as yet crowned Empress), the founder of the LCE, (League for Civil Education). Jose's work and ideas interested Bella very much. However, dissention arises and a split is created. From this, SIR (Society for Individual Rights) is born. His interests in SIR lead him to become an involved member. He became a member of the Board of Directors with the primary interest of finding a building for SIR and its membership. On April 17, 1966, the SIR Center at 83 Sixth Street had its opening amidst streamers of Ribbons and bunches of Daisies.

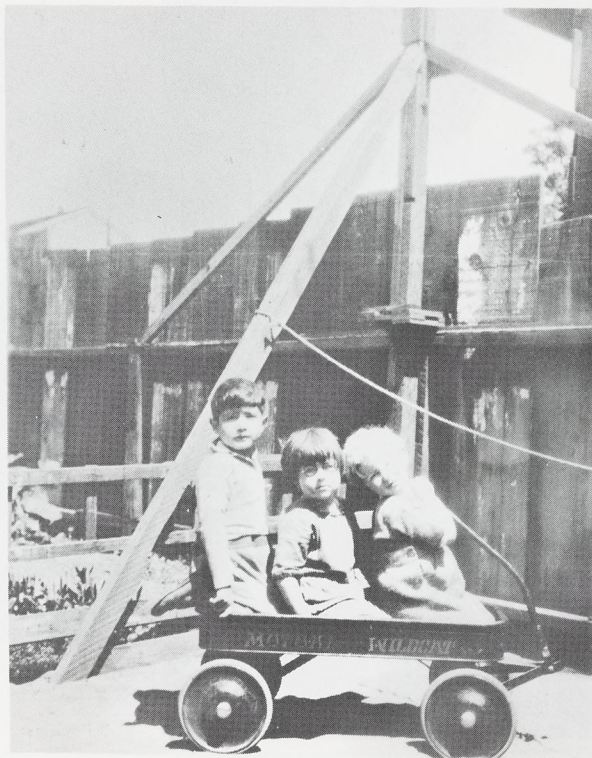
It still amazes me how few staples could do so much. In the same year, my high school prophecy came true -- I was crowned Empress II de San Francisco. Not bad for a farm girl with the green thumb, a Ribbon dress and a Staple Gun.

BELLA

1



2



3



4



5

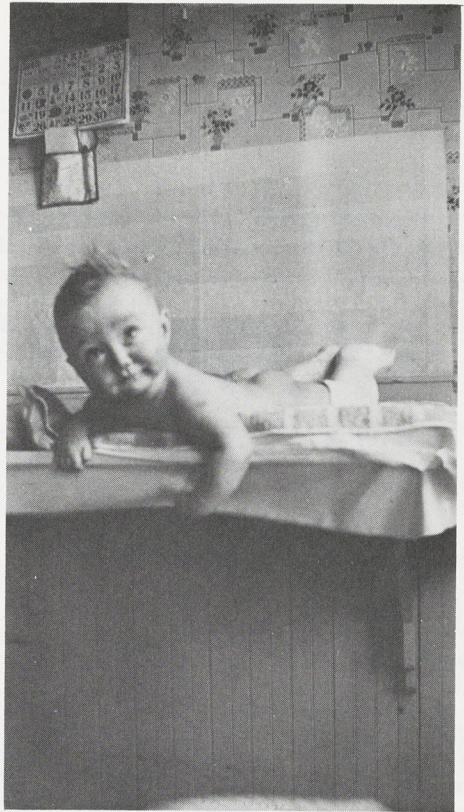


#7

6



#9



#8



#7



#10

HER IMPERIAL HIGHNESS

THE

Empress Bella

PRESENTS

THE PRINCESSES ROYAL
ASPIRANTS
TO THE IMPERIAL THRONE



CARLOTTA

FANNY

LAURA

MAVIS

MICHELLE

ROSE

SHIRLEY



VOTE FOR YOUR CHOICE
BY PLACING THE BALLOT STUB FROM
YOUR TICKET IN THE
IMPERIAL BALLOT BOX

COMMUNITY CENTER OPENS

The long-awaited SIR Community Center was formally opened on Sunday afternoon, April 17, 1966, in a festive dedication ceremony which featured a donors' brunch, champagne, speeches, and a courtesy call by the San Francisco police. Speaking to approximately 300 members and guests, SIR President William Beardemphl stated that the new center would serve as a "community home" for all members. He then introduced Mr. Gene Boche, chairman of the Community Center committee, who received a standing ovation in recognition of his work in making the center a reality. Mr. Boche thanked the many volunteers who spent days and nights for the past two months repairing, painting, and decorating the building. He also expressed the committee's appreciation to the donors of the paintings and furniture in the center.

Preceding the dedication, brunch was held for donors who had contributed money for the center. Chicken a la king, rolls, and coffee, prepared in the Community Center's kitchen, were served. According to Mr. Boche, 177 persons donated a total of \$3,584.50 to the center. Twelve of the donations were \$100 or more.

During the brunch two Mission Street patrolmen, invited by President Beardemphl, were given a tour of the premises, and wished their hosts success for the center.

Mr. Harold Call, president of the San Francisco Mattachine Society, and Mr. Guy Strait of the League for Civil Education, were introduced by President Beardemphl at the afternoon ceremony following brunch. Both pledged their cooperation in helping to make the center a "continuing service" to the community.

The blessing was given by the Rev. Charles Lewis, Minister of the North Beach Mission of the Lutheran Church, who led the members in a "prayer of the people".

Selected speakers were Mr. William Plath, president of the Tavern Guild and SIR member; the Rev. John V. Moore, Pastor of Glide Memorial Methodist Church, and Mr. Michael Gerry, SIR member and raconteur. Mr. Plath gave a short history of the homophile movement, commenting that SIR is now the largest homophile organization in the country. He stated that the organization is unique in that its publications are read by judges and political leaders, and its endorsement is sought by political candidates in local elections.

The Reverend Moore, in a brief but penetrating speech, reflected on the developments

in the homophile movement in the last two years since SIR has been in existence. After stating that SIR is dedicated to the struggle to change not only laws but community opinion of the homosexual, he then posed the question of what should the homophile movement do with its freedom once this goal is achieved. According to the speaker, "We must not win freedom but lose our direction." SIR's objective, he said, should not be limited only to gaining freedom for the homophile community, "for there are sick communities as well as healthy ones." He likened the "community" to a womb to which "we all need to return"; but added, "We must not stay there!" The question of what use will be made of the Community Center, therefore, is "essentially a question of what to do with our freedom."



AT THE OPENING OF SIR'S COMMUNITY CENTER, VICE-PRESIDENT OF SIR AND SERGEANT JAMES DORAN SHAKE HANDS IN AGREEMENT OF THE NEED, AND ASSURANCE OF GOOD COMMUNITY RELATIONS WITH THE SAN FRANCISCO POLICE DEPARTMENT.

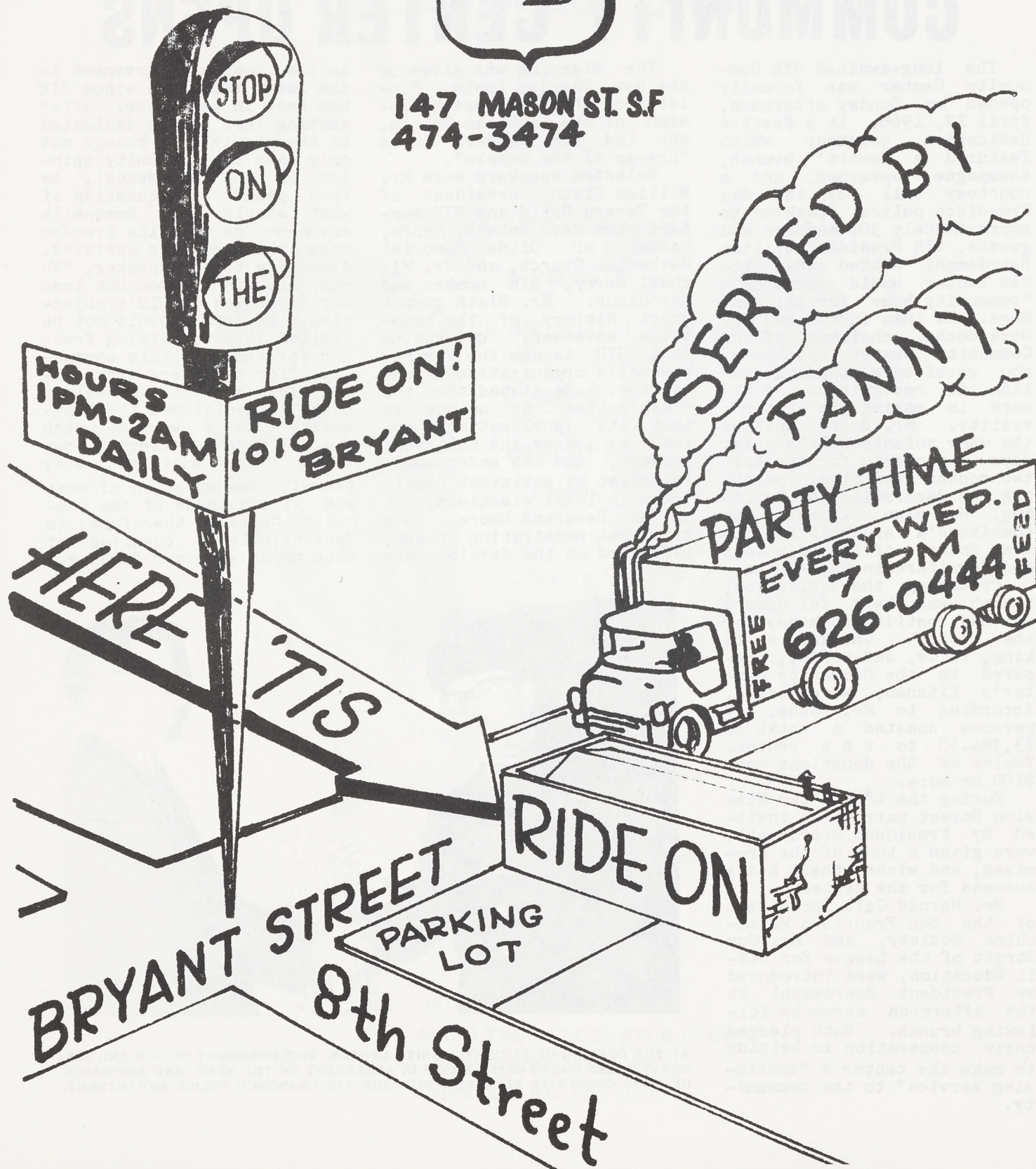
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SCOREBOARD
for FUNK COCKTAILS





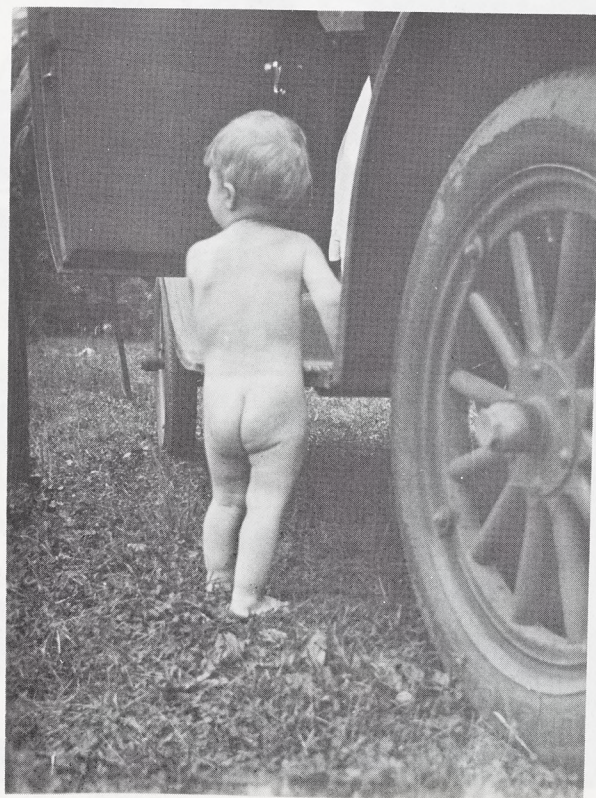
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12



13





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**BEST WISHES
and
THANK YOU**

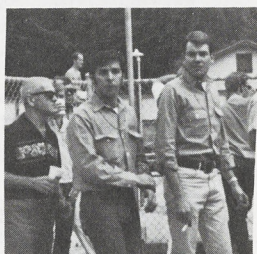
— Ed Petiti

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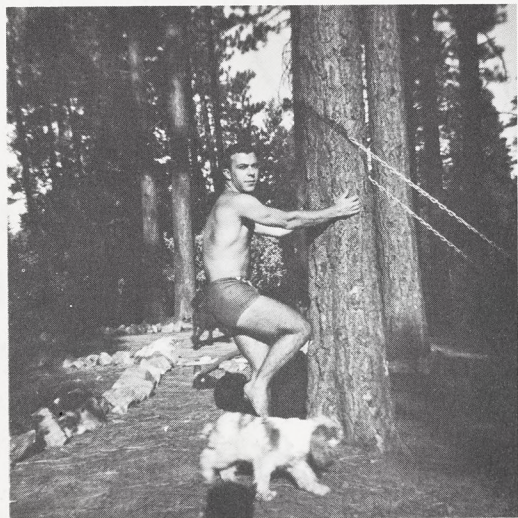
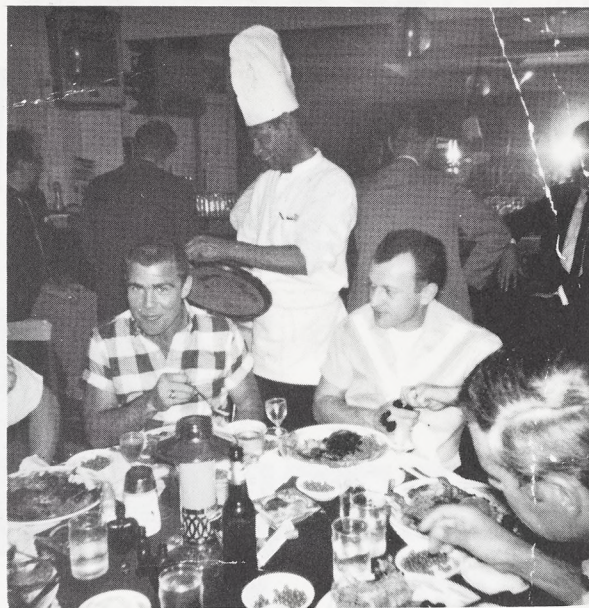
THANK YOU

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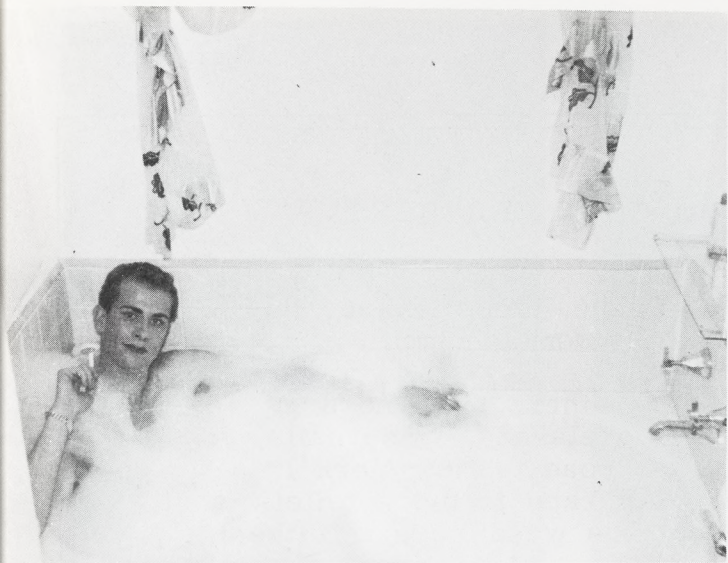
South San Francisco

589-9232



THE BOYS IN THE BAND





Empress III

Mine was the
year of the Peacock
"Pretty"

This coming
year, is the year
of the Bear
"Hairy"

Empress
Shirley III



"FROM WINTER PALACE TO PEACOCK FEATHERS"

I was born on December 3..... in the Winter Palace in Dallas, Texas U.S.A. under the reign of Lyndon Johnson.

I started drag at an early age and as there were no drag shows in Texas, I packed a bag with wig, eyelashes, false nails, bird seed and a few Dior gowns and on the road to New York I went (1) -- and the musical stage where I worked in more toilets than the First Empress of San Francisco [she wasn't a star either].

After many starring roles on Broadway, I decided it was time to settle down and get married. I met this darling boy (2). It lasted 8 days. He couldn't keep it up. After two days of retirement I was back on the boards singing my "Southern Comfort" out.

While I was playing the lead in "Mame" on Off Broadway, I met my true love (3). After a 3-day around the world trip [Cincinnati, Ohio to Ohio Cincinnati] I settled down as the "glamorous housewife next door".

The First Empress of San Francisco had swam the Rio Grande and walked to San Francisco where she was holding court. Bella was stringing pearls getting ready to run. Reba was packing her trunks to come to San Francisco and I was asked to leave Ohio... Oh, that big mouth ice man? milk man? or was it the paperboy -- oh well!

So I packed four trunks full of gowns and off I flew to San Francisco to blossom forth as one of the bitches of San Francisco. The Bars (some aren't even around now) -- SIR Productions, "The Boy Friend", "Pal Joey", "Thoroughly Modern Millie", the Tavern Guild picnics and the Tavern Guild Beaux Arts Balls (4).

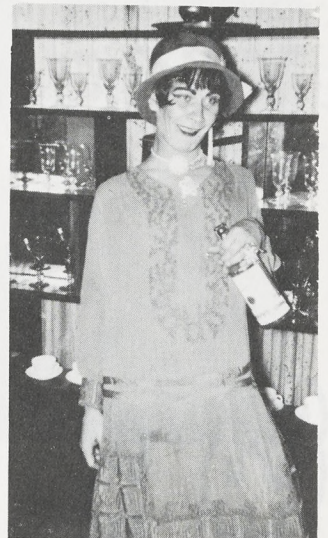
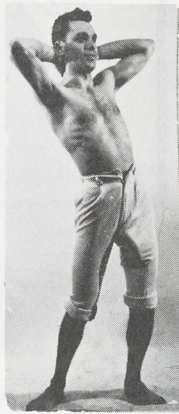
Then by the grace of the Prince Consort (5), the public of San Francisco, and the Tavern Guild, I became the Third Empress de San Francisco.

Some have said the Social Empress (6) -- always ready with a dress and wig to go anywhere any time....to Bars, Glide Church, San Francisco State College interviews with publishing firms, high tea Dog Shows....name it, I was ready to go.

As the Third Empress de San Francisco, I had a truly wonderful year---and it still goes on year after year and for this I thank you and love you all.

PEACOCK OF GEARY STREET

SHIRLEY



ITEM LIST

MAUDE'S

KUCHE (Wild Lime, Berry, Cherry & Grape)	\$2.50
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100% BOXXED DONG	\$20.00
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SMALL ERECTO W/STRAP	\$ 8.95
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LARGE ERECTO W/STRAP	\$12.95
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EXTENSION MEDICAL... SMALL... MEDIUM... LARGE	\$24.95
EXTENSION	\$ 4.95
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VIBRATOR STIMULANT SLEEVE	\$ 6.95
RINGS (w/ Intercourse)	\$ 5.00
SEX PUZZLE	OUT
P. V. P. (Artificial Vagina)	\$30.00
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FRENCH VIBRATOR SLEEVE	\$ 6.95



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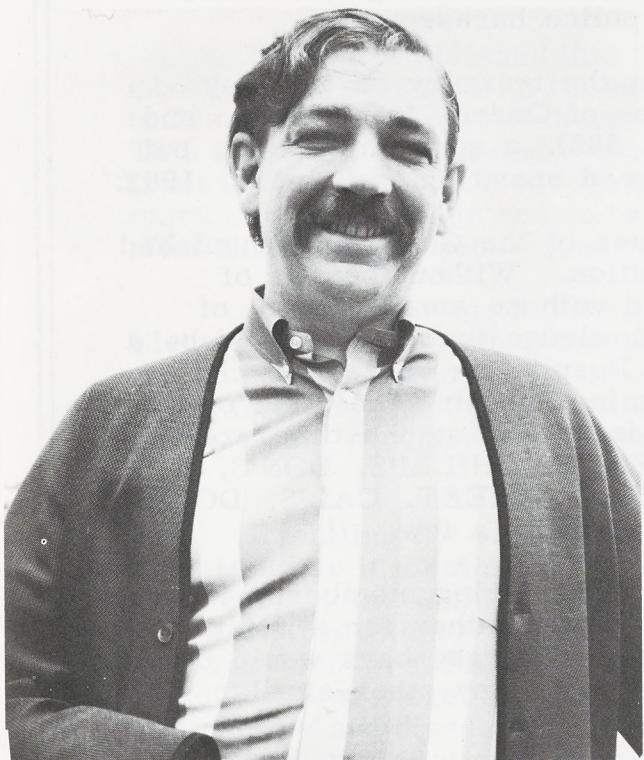
Returns to it's
Dinner Special
99¢

840 SANSOME

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S.F. Tavern Guild Officers 1971



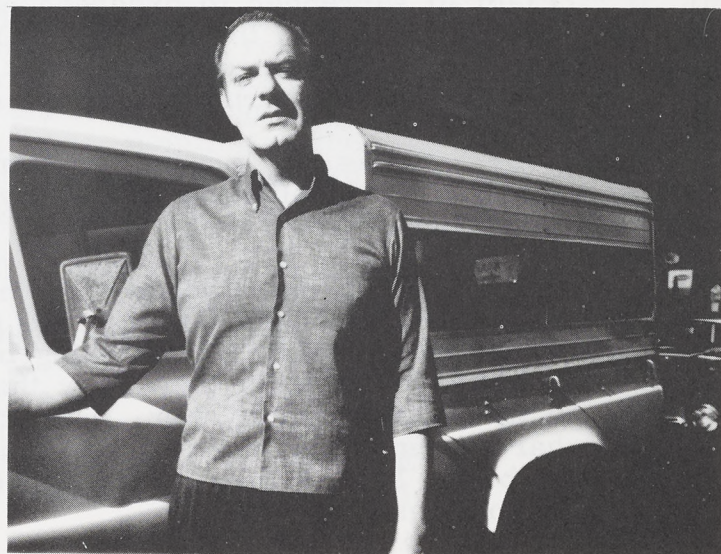
PRESIDENT, BOB ROSS



VICE PRESIDENT, ROBERTA BOBBA



SECRETARY, SANDY SANCHEZ



TREASURER, RICHARD MATSON

Although there is little record of the accomplishments of the Guild in 1962, much of its present success is the result of the ground work and energetic dedication of those first thirty members, most of whom were battle-scarred from police harassment.

There was barely enough money in the treasury on that day when they bought a copy of Robert's Rules of Order, from which, and at UNCLE BILLIE'S on Post Street (THE 585), a somewhat scant, but formal Constitution was compiled and agreed upon, dated July 17, 1962.

Phil Doganiero evangelized the cause of the Guild and languished under the provisions of that first Constitution. Without benefit of revisions, the officers and members lived with no small amount of internal strife, surviving only with the knowledge that there would be a new slate of officers every six months. Despite its under-financed infancy, the Guild grew, and more determined became the aims of its members. Members of that day worked in or had at one time worked at the HANDLE BAR, LUPE'S ECHO, KENO'S, CHILLI'S, DON'S, THE SEA COW, THE CROSS ROADS, 90 MARKET STREET, CAL'S, DOLANS, the PAPER DOLL, or the BEIGE ROOM to name a few.

This fledgling group of earnest, but fun-loving members, were in session whenever five or more of them got together for a drink. Soon they would be dreaming of a freer day when gay bars would be treated under the same rules and regulations as any other similar establishment.

It was about this time that an attractive boyish Tommy Stewart began to spend his Tuesday afternoons, fraternizing with the Guild members. Although he was not in the bar business, it was not long until his ever-growing popularity, prompted Bill Plath to hire him as a bartender for his newly opened bar which was pioneering the neighborhoods. Bill had previously operated the BOND STREET, but an ever growing city with attendant parking problems, prompted Bill Plath to surrender to progress and pioneer the fringe of the Western Addition. Thus, the D'OAK ROOM, at Divisadero and Oak Streets became the harbinger of many a bar which opened shop later in the restricted neighborhood sections of the City.

It was not long until Tommy's popularity and membership in the Guild paid off. In 1963 he was unanimously elected second president of the Tavern Guild of San Francisco.

It was the consensus of the A.B.C., and the Police Department that this seemingly disorganized group of bar owners and employees would never amount to anything but a Tuesday afternoon drinking society. Little did they know that already the Guild had established a sleek telephone system, whereby when any bar received police harassment, that information would be relayed by phone from bar to bar. In this way, every concerned bar was alerted in a matter of minutes.

While the Guild attempted to protect its interest from the authorities, it also set up the first bad check list, to protect itself from its over-indulgent customers.

Having established this first safety valve for the owners, it gave further substance to its existence by establishing a loan fund to assist unemployed members until they could find new employment. This feature was operated without a signed note and without interest from the borrower. Perhaps nothing in those days brought the Guild more closely together and no one would dare pass his first pay day after finding a new job, without repaying his Guild loan.

Perhaps the highlight of the Guild in those days was the annual Election Day Party, when the members gathered at one designated closed bar, and enjoyed all the drinks he could hold at the expense of the treasury, while the rest of the City balked in its envoked thirst. Only recently have bars been permitted to open on Election Day.

Recalling the early days of the Guild in San Francisco would be inappropriate if mention of the BLACK CAT was not made. Owned by Sol Steuman, the BLACK CAT became the focal point for all the planned harassment from both the Vice Squad and the A. B. C., as well as the Bartenders' Union. It was Mr. Steuman who risked every cent he could scrape together, to appeal the court's adverse findings against him; finally and disgustedly he threw his appeal into the California State Supreme Court, which ruled in his favor, thus, rescinding the law which forbade homosexuals to gather in peaceful assembly. While the Guild was in no position to assist Mr. Steuman financially, every member patronized his wonderfully unique and strangely fascinating BLACK CAT on Sunday afternoons, augmenting their drinking efforts with a visit to the RED LIZZARD which was just around the corner.

Conspicuous in those days was the law that--while it did not prohibit anyone from wearing clothes of the opposite gender--it was the law that such a person must display or wear a sign reading: "I am a Boy" or "I am a Girl" as the case may be. Needless to say this foolishness was the laughing joke of the country, egged on by exaggerated signs provided by TGSSF members, pointing up the stupidity of the regulation. Even when not in opposite dress (drag), TGSSF members wore little cards reading their gender identity.

In the last half of 1963, Darryl Glied was elected president of the Guild. In his acceptance speech, he said he would work toward seeing that the A. B. C. stuck to regulating the selling of alcoholic beverage and not morals.

Darryl was enjoying top popularity since he was manager of the world renown JUMPING FROG, whose picture LIFE and TIME invariably prints when they wish to show unbelievable crowds inside

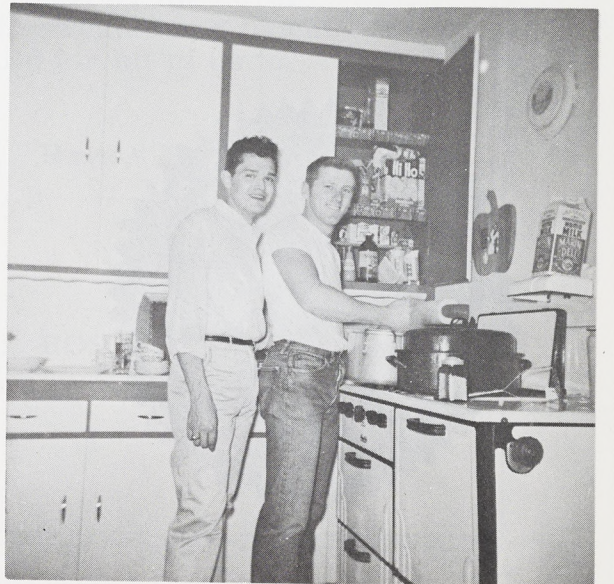
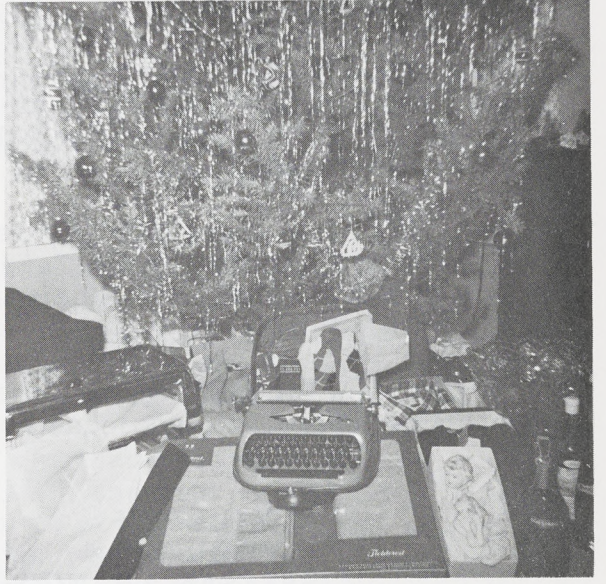


IT TOOK A CABLE CAR TO GET TO REDWOOD CITY





XMAS AT MICHELLE'S





Empress V

Her Majesty Willis, the Fifth Empress de San Francisco welcomes you to the first Coronation Ball.

The Dove of Peace has gone to great effort and expense to insure a memorable evening for all her subjects and the aspirants to the throne.

Her Highness would like to extend her warmest appreciation to the Tavern Guild of San Francisco for their aid in tonight's festivities.

I thank you for coming and hope you will remember this gala occasion.

WILLIS V
EMPRESS de
SAN FRANCISCO





GREETINGS:

It is a sincere pleasure for me to welcome you to our first Coronation Ball. The entire membership of the Tavern Guild extends a warm "Thank You" for attending this event, and truly wishes you an enjoyable, fun-filled evening, and a Happy and Prosperous New Year in 1971.

Tavern Guild members throughout California and Nevada, as well as Japan, are happy to provide this evening's entertainment.

In Years past, we have crowned the new Empress as part of the Beaux Arts Ball; but, as that event grew in popularity and stature, and competition for the enviable crown became more intense, the membership decided to sponsor a separate Coronation Ball.

I commend and thank the Coronation Ball Committee, which includes Vice President Roberta Bobba, who acted as coordinator of the many facets which makes so ambitious an undertaking a success. Her calm concern and the tireless and dedicated efforts of the past Royalty, has made the whole extravagant spectacle come together.

This handsome program and year book was made possible by the many businesses and enterprises which seek and appreciate the patronage of our community. Please take note of our advertisers and patronize them whenever possible; also, thank them for their assistance in making this First Annual Year Book a great success.

I would be remiss if I failed to express my personal thanks and appreciation to our one and only first empress -- Jose Sarria -- who like the latin dowager that he is, took the "book by the cover" and almost single-handed, solicited, compiled, sweated and fought all adversity to make this a memorable souvenir for all of us to enjoy for all of the years to come.

I speak for the entire Guild when I say, "Have a Ball".

Sincerely,

ROBERT L. ROSS, President

恭賀
喜你
何日
何年

快樂
新年

謝謝
你

Confucious
say,
"Loyal
subjects who
pay homage
to Empress
receive good and
large fortune in
the End."



"FROM A COOLIE TO A CROWN"

Once upon a time, a Fairy was born in the year of our Lord, in the Village of San Francisco, District of Chinatown. He was raised on rice wine and wonton (a beauty hint for gorgeous complexions, and even after maturity it also maintains luxurious and healthy head of hair).

He attended a high school specializing in highly technical and mechanical studies, which indirectly prepared him for his unknown future and career.

One day while repairing a motor on a sewing machine, with white elbow length gloves, he found wearing dresses produced by sewing machine much more satisfying than repairing the motors. Consequently he gave up repairing machines and started to create and wear his own gowns. He is presently working as a designer in Men's wear -- and is constantly on "trips" up and down the countryside.

And while on his tours he saw the need to unite the populace on a common front of brotherhood, love and peace -- gathering the Flower Children of the realm -- he visited all points and gathered centers passing out flowers as a symbol of peace and good will. "If you go to San Francisco, wear a flower in your Hair", Willis' theme song.

This caught on, the common folk of the streets, the gentry of the country estates, and all followed suit and so it was, a landslide popular vote that made our Willis Empress V de San Francisco.

He wishes to thank his subjects for making his reign a memorable one for him; as well as luck and success to the new Empress for 1971 and hopes that he shall enjoy the love and loyal support of his subjects.

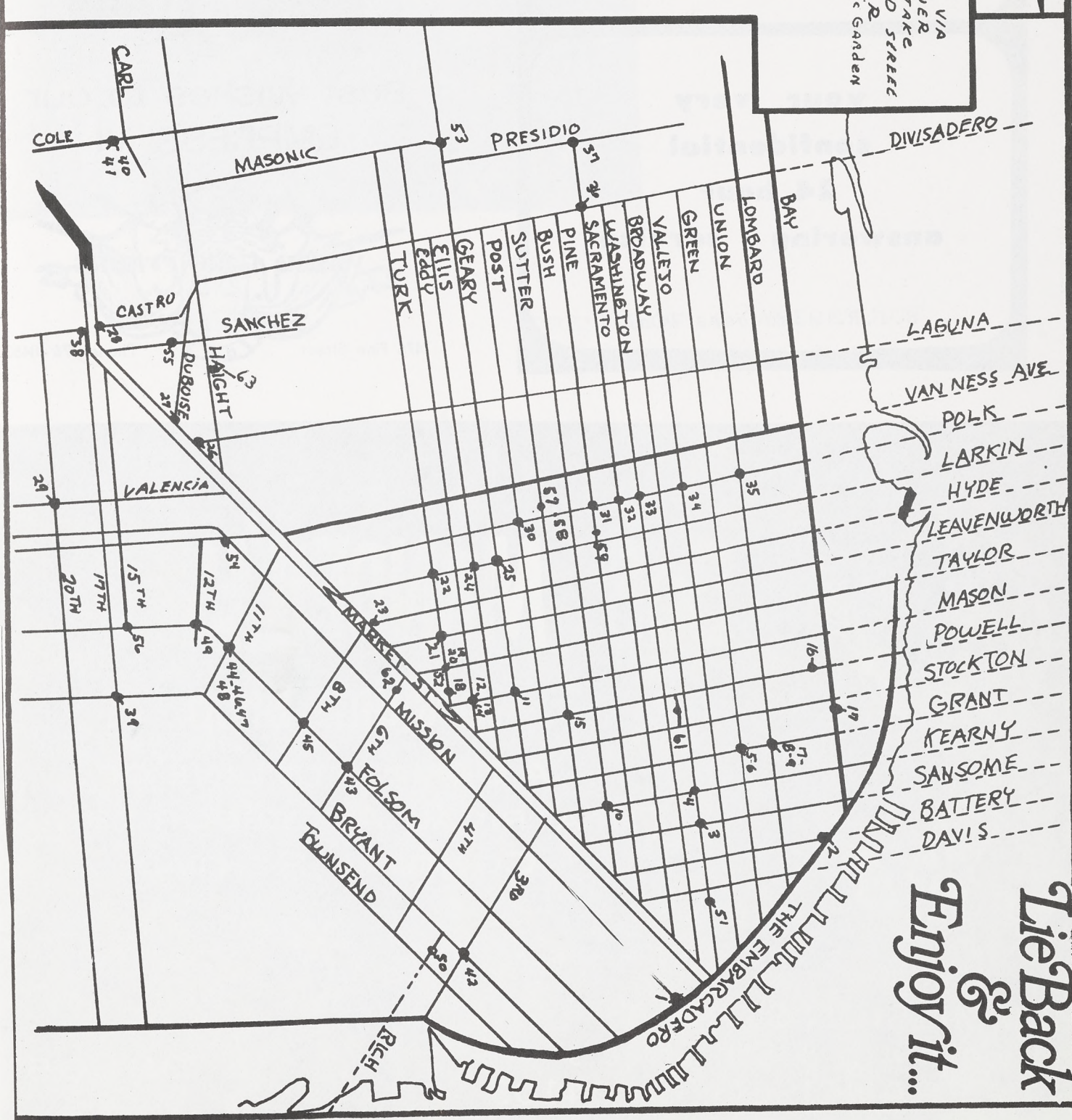
PEACE FROM THE DOVE

WILLIS V

COMPLIMENTS OF
SWEET LIPS AT THE
KOKPIT #21
CRISTAL*

1. THE WATER FRONT
2. ON THE LEVEE
3. GORDON'S
4. BIG BASKET
5. GREGO'S
6. CAPRI
7. KATIES
8. SAVOR TIVOLI
9. PAPER DOLL
10. SUTTERS MILE
11. FANTASY
12. SCOREBOARD
13. FROLIC
14. TRAP
15. RONDEVOUS
16. JACKSON'S
17. BAY
18. LAND MARK
19. BLUE AND GOLD
20. SOUND OF MUSIC
21. KOKPIT
22. LOVELY BULL
23. ORPHEUM CIRCUS
24. THE SHUTTERS
25. GAWGWAY
26. LIBRA
27. MINT
28. MISSOURI MULE
29. THE FICKLE FOX
30. LUCKY SPOT
31. HOUSE OF HARMONY
32. MARLE LEAF
33. EARLY BIRD
34. YATCH CLUB
35. CLOUD 7
36. THE LION
37. CLUB DORI
38. THE PENDULUM
39. SPEAKEASY
40. MAUDS STUDY
41. BRADLEY'S CORNER
42. 527 CLUB
43. ROUND UP
44. FE-85'S
45. RAMROD
46. CORAL
47. STUD
48. COVERED WAGON
49. DEAD END
50. RICH ST. BATNS
51. DAVES BATNS
52. CLUB BATNS
53. PARADOX
54. CAMPUS
55. SCOTTS PIT
56. THE CORNER

- 57 P.S. VIA
- 58 VIA VIA
- 59 TOWER
- 60 MISTAKE
- 61 GOLD STREET
- 62 S.I.R.
- 63 Magic Garden



Lie Back
Enjoy it...

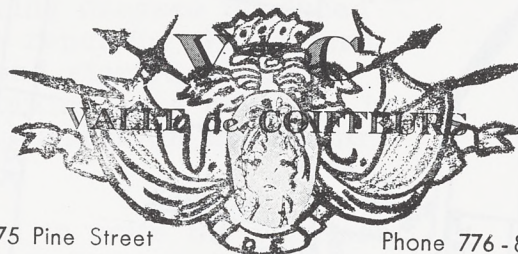


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EMPRESS VI**



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OPENING OF LE CABERET 1970



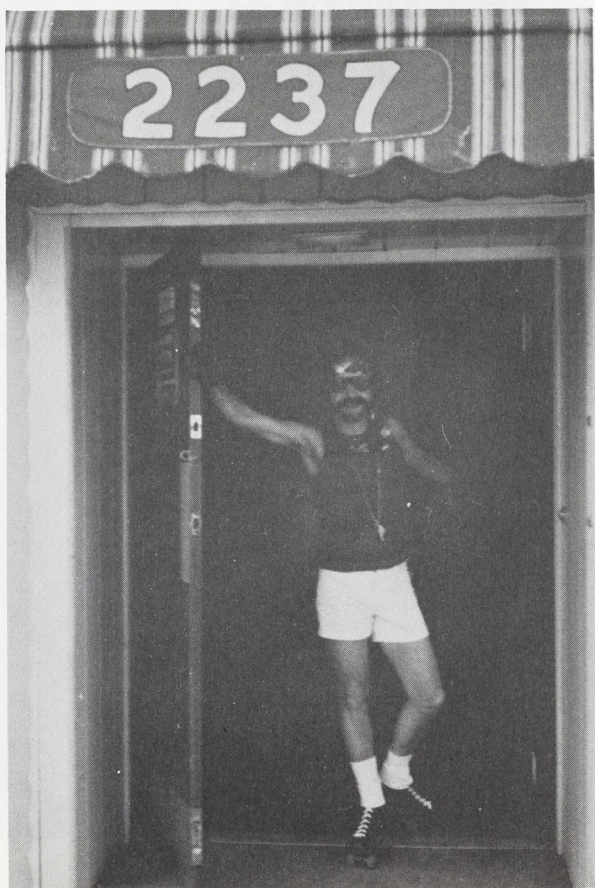
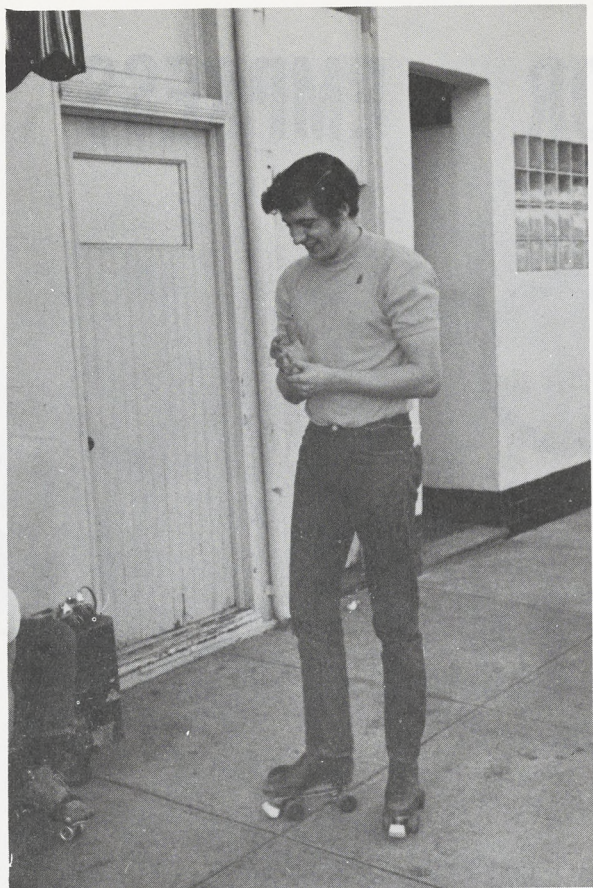


BAY CITY BUMMERS

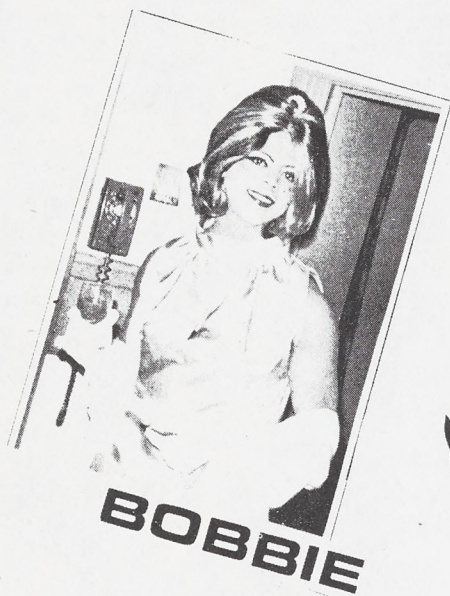
THE GREAT SKATE RACE 1969



1969



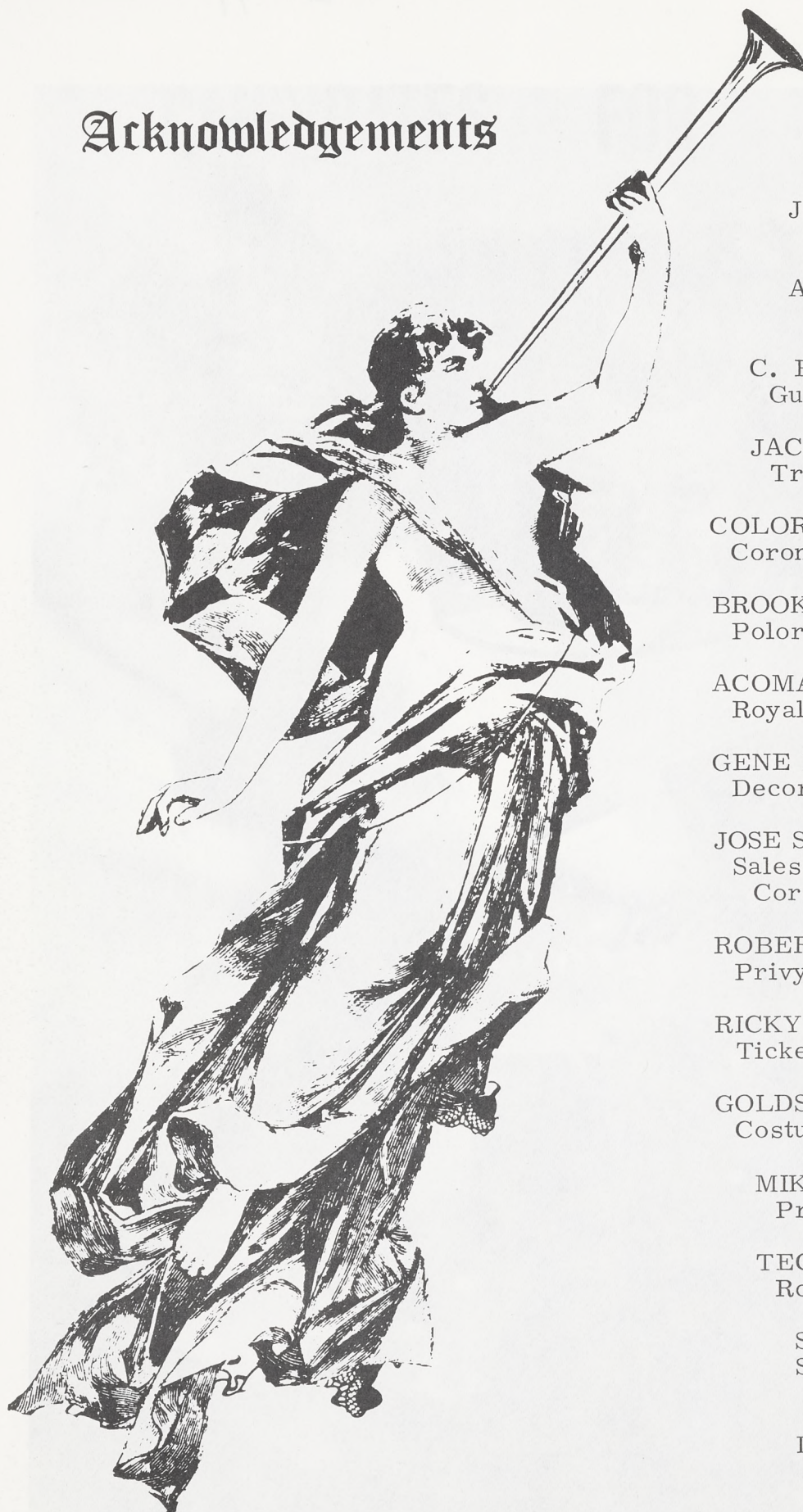
CANDIDATES FOR EMPRESS



11



Acknowledgements



JUG'S LIQUORS
Wines and Liquors

A-ABCO RENTS
Royal Rug

C. BARRANGO & COMPANY
Guard Stances

JACKSON'S TRAVEL SERVICE
Travel Arrangements

COLOR COPY PRINTING
Coronation Year Book

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Poloroid Camera

ACOMA MUSIC SHOP
Royal Instruments

GENE BACHE
Decorations - Dias Set-up

JOSE SARRIA
Sales & Coordination of the
Coronation Year Book

ROBERTA BOBBA
Privy Council Coordinator

RICKY STRYKER
Ticket Coordinator

GOLDSTEINS
Costumes

MIKE BECKER
Proclamation Scrolls

TECHNICAL SECURITY & PATROL
Royal Guards

SAN FRANCISCO LEGAL
SECRETARIAL SERVICE
Secretarial Services

DISPLAY PRODUCTIONS
Proclamations & Tickets

We would like to thank the visiting Royalty for their participation at the Coronation Ball. As well, the San Francisco Tavern Guild wishes to thank the Jack Tar Hotel and Staff for their cooperation and direction in the Coronation Ball.

CUTS FROM THE CRUISE NEWS AND WORLD REPORT, November 1965

WE HAVE COME A LONG WAY SINCE THEN. ONE COULD NOT ALLOW ONESELF
TO BE EXPOSED FOR FEAR OF FAMILY, JOB AND ASSOCIATIONS





Picnic at Aldo's



SHIRTS PANTS VESTS

TANK TOPS

BOOTS AND SANDALS



**GOBLIN MKT.
& BOOT HILL**

ON EIGHTEENTH STREET NEAR CASTRO

21



#2



#3

#4



#5

6 |



7



8



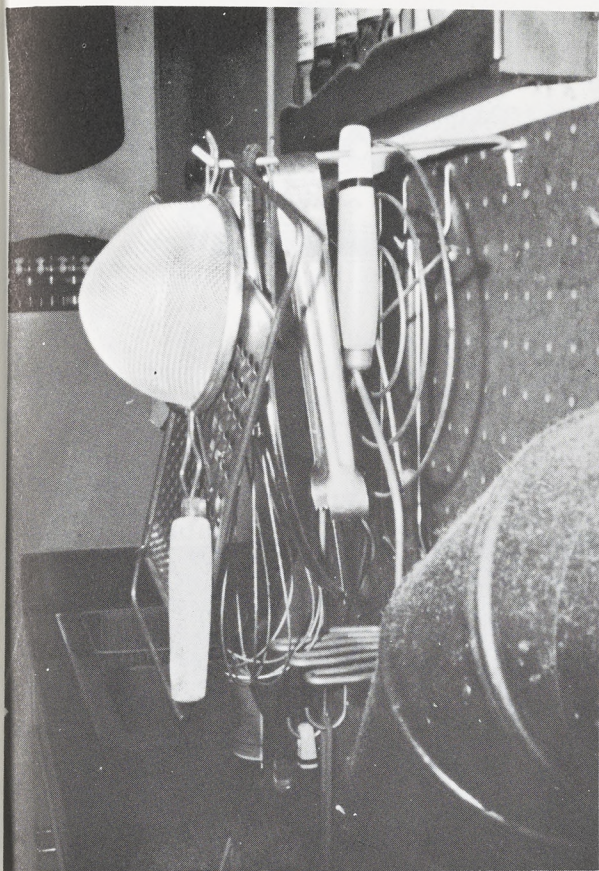
9



10



What it takes to put a Girl together!





Who do!
Voodoo!
Voodoo who?

Czarina of
Polk Strasse
Voodoo



SEASON'S GREETINGS

Tsarina Voo Doo

"FROM CHILDHOOD TO VOO DOO MOTHER"

Many events took place in the thirties -- one of which was in Akron, Ohio, February 16, 1930 -- the Matson family was blessed with a baby boy. (1)

Life as a child was the usual thing -- playing house, jacks, and mama's dresses. Then came High School and at 14, marriage #1. In his junior and high school years, he was Drum Major, as well as in College.

Marriage #2 at 19 to a now very famous top entertainer which ended at 21 when Uncle Sam called for his services in the Army. (2) Once in the Army as a cook, and marriages #'s 3, 4, 5, and 6, plus a tour of Korea for 10 months and marriages #'s 7, 8, and 9.

Shortly after discharge and returning home, a need for a change and rest lead to the packing of wardrobe trunks and off to exotic tropical Florida. With the love of the jungle and tropical climate, presiding over his flock of children, (3) their never listening to the wise until a trauma occurred in the household, only to be told how uncanny his powers were -- the name Voo Doo Mother was born. Voo Doo Mother stuck from that day on, to New York City and to the present San Francisco.

After a year of Florida sun and orange juice, plus a few engagements -- dresses were packed once again and the Voo Doo Mother hit New York City.

Settling down in Brooklyn Heights and Working for one of the Railroads -- life was too dull -- tossing the typewriter aside with the need for night life, he started his career in the many cabarets of New York City.

Gypsy hit Broadway -- twice -- with Voo Doo playing Mama Rosa for over 100 performances in the last cabaret before terrorizing San Francisco. (4)

With a brief interlude at working a Ski Resort and Del Monte Lodge in Carmel by the Sea, he returned to the City to discover Polk Street and it discovered and claimed the Voo Doo Mother.

Once again recreating the role with a smash success which lead to a repeat performance while the Dowager Grandemere Jose was touring the continent. (4A)

With the warm response of the City, he decided to become a candidate for Empress. By not winning, Polk Street and an Empress conferred the title of the Tszarina de Polk Strasse to him over again, claiming him Mother of All. (5)

He was elected and now holds the office of Treasurer for the Tavern Guild.

I can only thank the many wonderful friends for the kind and heart felt response which has been given to me throughout the City.

Gratefully,

TSZARINA de POLK STRASSE

VOO DOO MOTHER





WE FINALLY GOT HERE



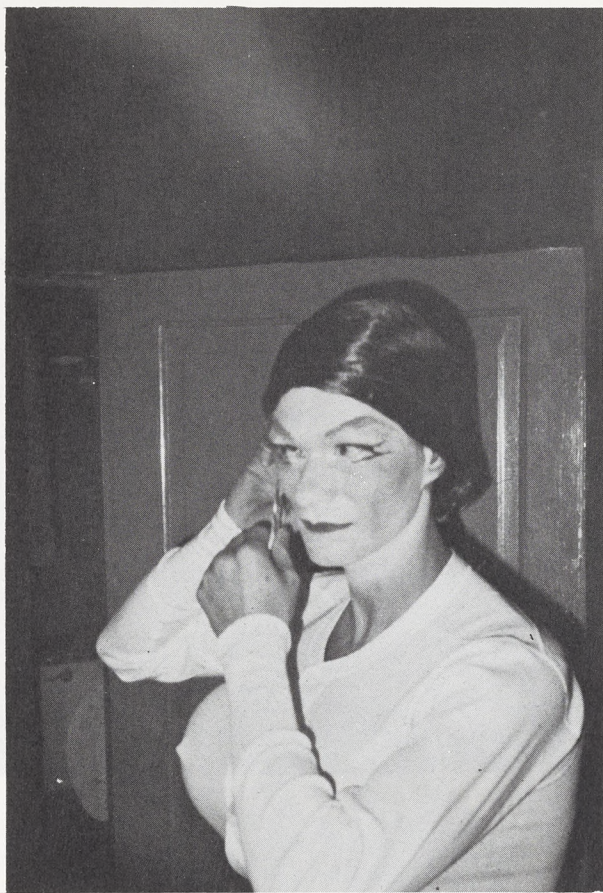
SORRY BOB I DISTURBED YOU



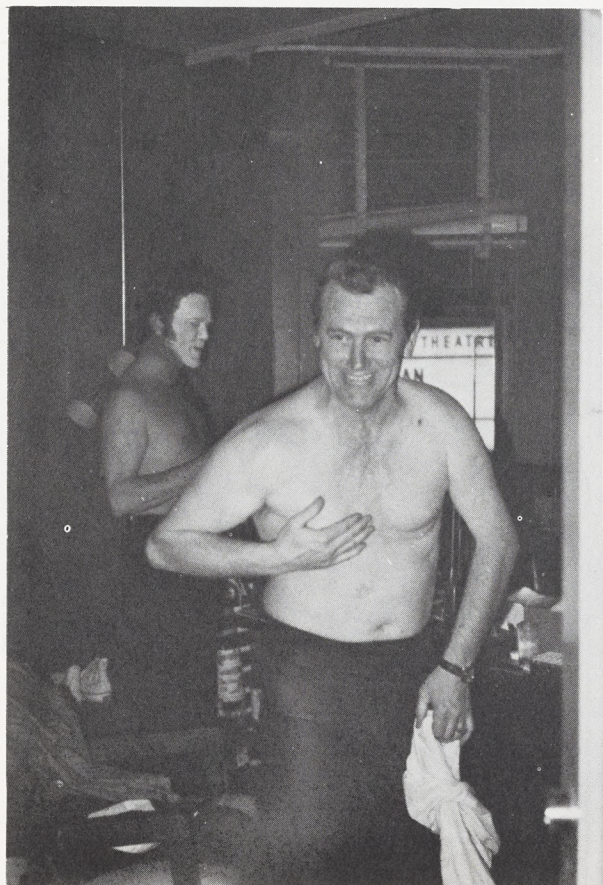
SWEETHEART!



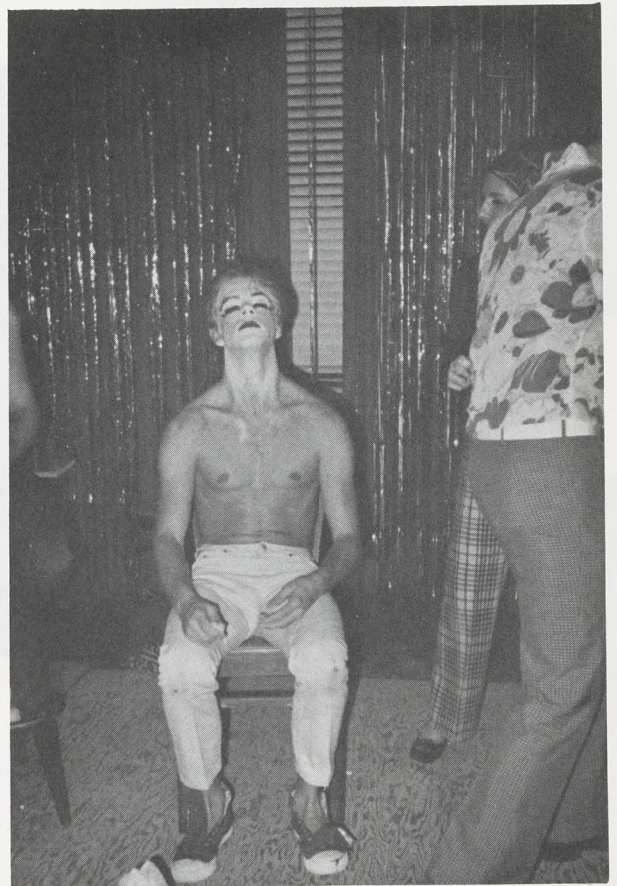
SUCH A BIG PUNCH BOWL!



BEHIND THE SCENES AT JACKSONS



WHAT



WHAT IT TAKES TO BE FUNNY, GLAMOROUS, BEAUTIFUL AND OUT OF THIS WORLD





TGSF Picnic 1967





CAN YOU GUESS WHO THESE BOYS ARE?





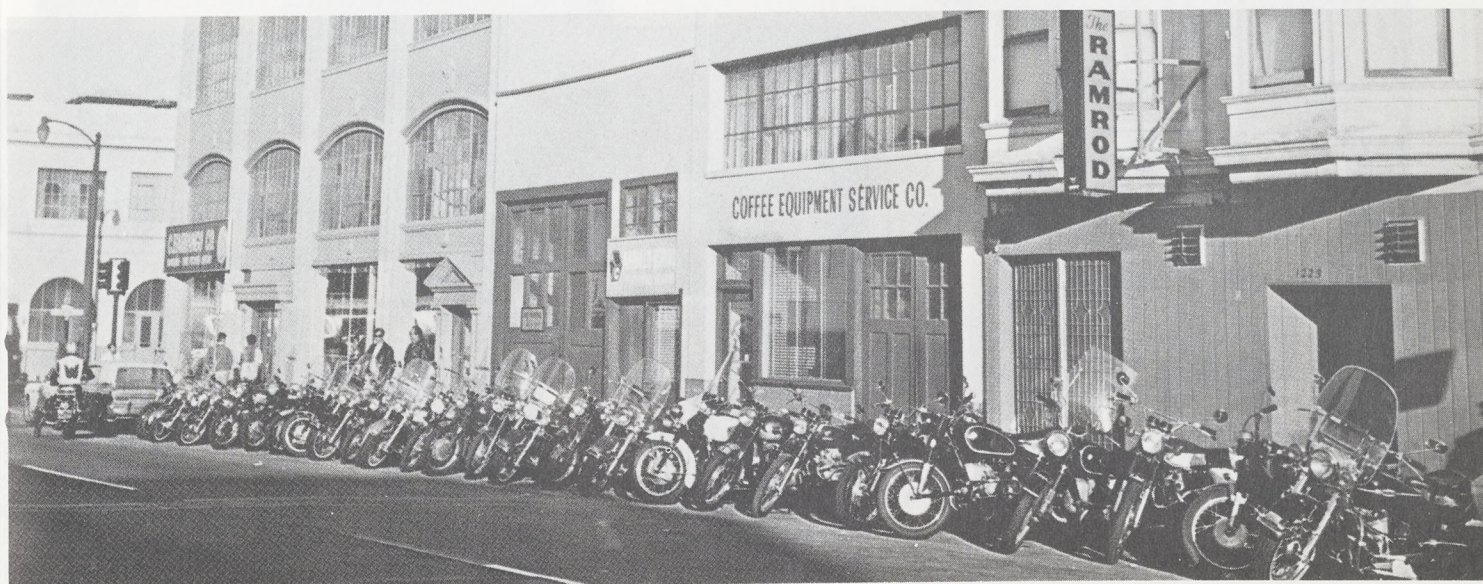
BEAUX ARTS BALL

HERE WE ARE





HURRY UP! THEY'LL LEAVE WITHOUT US.





THE GROOM & GROOM

MAID OF HONOR

MOTHER TO THE GROOM

SOLOIST

OTHER TO THE GROOM



ONE BIG FAMILY

PRIM & PROPER



④



⑤



④A



⑥





ZANE TOMAS & ESCORT - DAVES BATHS



MAD CAMP WITCH JOSE AND B

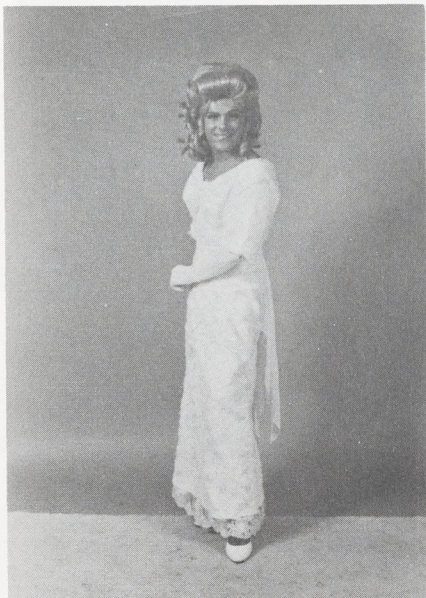
MAGIC GARDEN



VOO DOO & DIXSON OF LEFT BA MR.



EMPRESS RIBA &
BOB ROSS



ZANE TOMAS, DAVES BATHS

MR. HERB OF MAGIC GARDEN



FERNANDO - PRINCESS ROYAL



DESEREE - FICKLE FOX

LADY VERA



DORI OF CLUB DORI

TOO MUCH FOR THE MAID OF HONOR



1st GAY WEDDING HELD AT FEEBEE'S



FAMILY GROUP

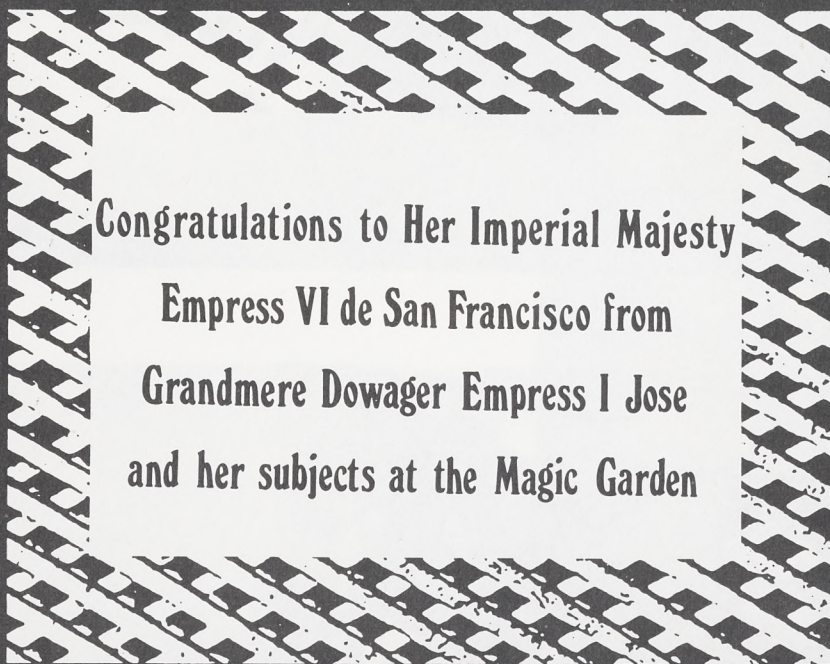


BIKES & ASSES



MAGIC GARDEN

Restaurant and Bar



Congratulations to Her Imperial Majesty
Empress VI de San Francisco from
Grandmere Dowager Empress I Jose
and her subjects at the Magic Garden

1840 Haight St. off Stanyan 752-8051

*Thank you all
for 1970*



the *Greenhouse*



776 - 7172

NORMAN CHRISTENSEN

best wishes for 71
Madame
Tetrazzini

1743 UNION STREET
SAN FRANCISCO, CALIFORNIA 94123



**WE FINANCE
OUR OWN ACCOUNTS**

Turned down elsewhere?
Try us. Stop by and let
Jim Evans *personally*
take care of you.

**"two live cheaper
than one"**

ECONOMY FURNITURE WAREHOUSE

2783 E. 12th St.

At 29th Ave.,
Oakland — 534-1625

OPEN SUN. 12 to 5

SAT. 10 to 6

Daily 10:30-7:30

**BEHIND
MONTGOMERY
WARDS**

Club Carnation

1200 Thirteenth Ave Oakland

your

hosts

WAYNE

& MARK



Open thursday thru tuesday 4 to 2
thursday from noon

Closed wednesday

Sunday Brunch 11 to 5

We offer more for less

Pets — Supplies — Accessories — Tropical Fish — Grooming



PET'S WORLD

2349 MARKET (NR. CASTRO)
San Francisco (415) 864-2270

california
SCENE

Thanks

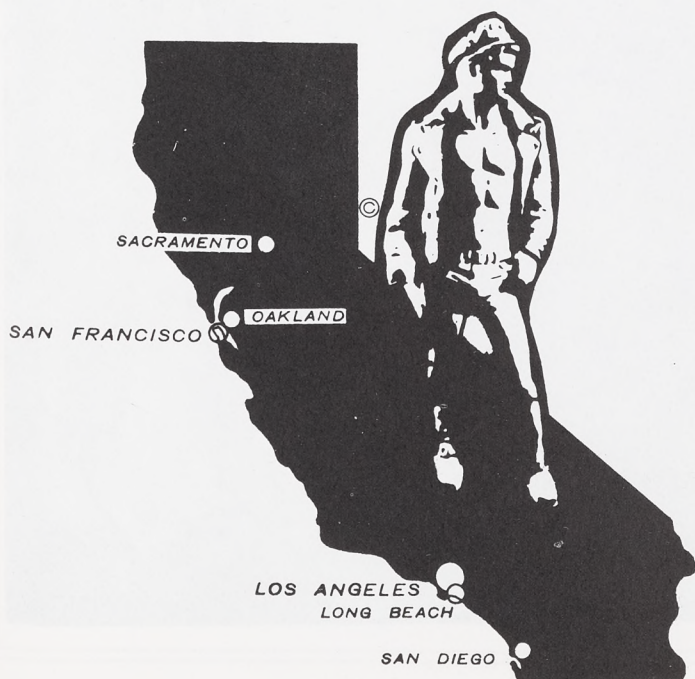
SAN FRANCISCO

f o r

helping us make
this the states
second largest
selling magazines

50c

MONTHLY



P. O. Box 26032

Los Angeles, California 90026



Being Princess Royal
has given me a
new slant on

Life!
Princess Royal
Fanny



"A PINEAPPLE SUNDAE"

I, Fanny, Princess Royal, born 25 years of sheer beauty and grace to parents of Hawaiian heritage, made me proud of being part of Polynesia and of the Royal Chamber to the Empress de San Francisco.

My schooling has been of great importance to me. I was sent to one of the top schools of high standards -- later, a chance to have been part of an airline firm which gave me a greater step forward in life landing me right in the San Francisco Tenderloin.

My opportunity of becoming a bartender was the love of my life.

Then came the golden opportunity to become a "Male Socialite" in 1968. I was now in the public eye. I was named "Fanny" to start the kick-off to my campaign. This was the beginning for the taste of the limelight, flowing gowns and spiked heels. I had foreseen this beautiful transaction.

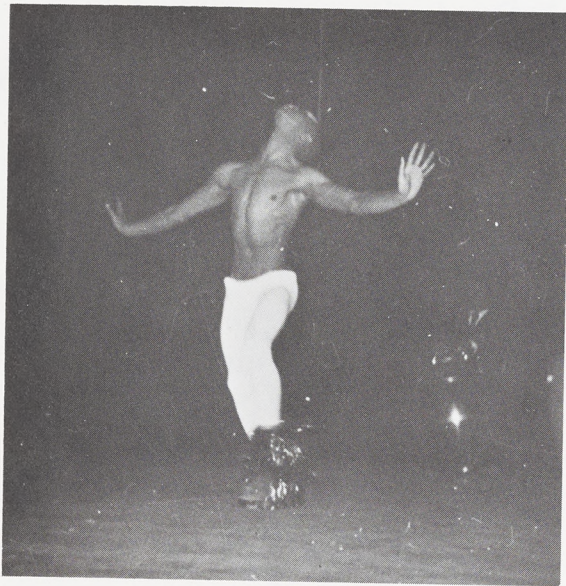
A decision was made and I was proclaimed the first and only "Princess Royal" the City of San Francisco will ever recognize.

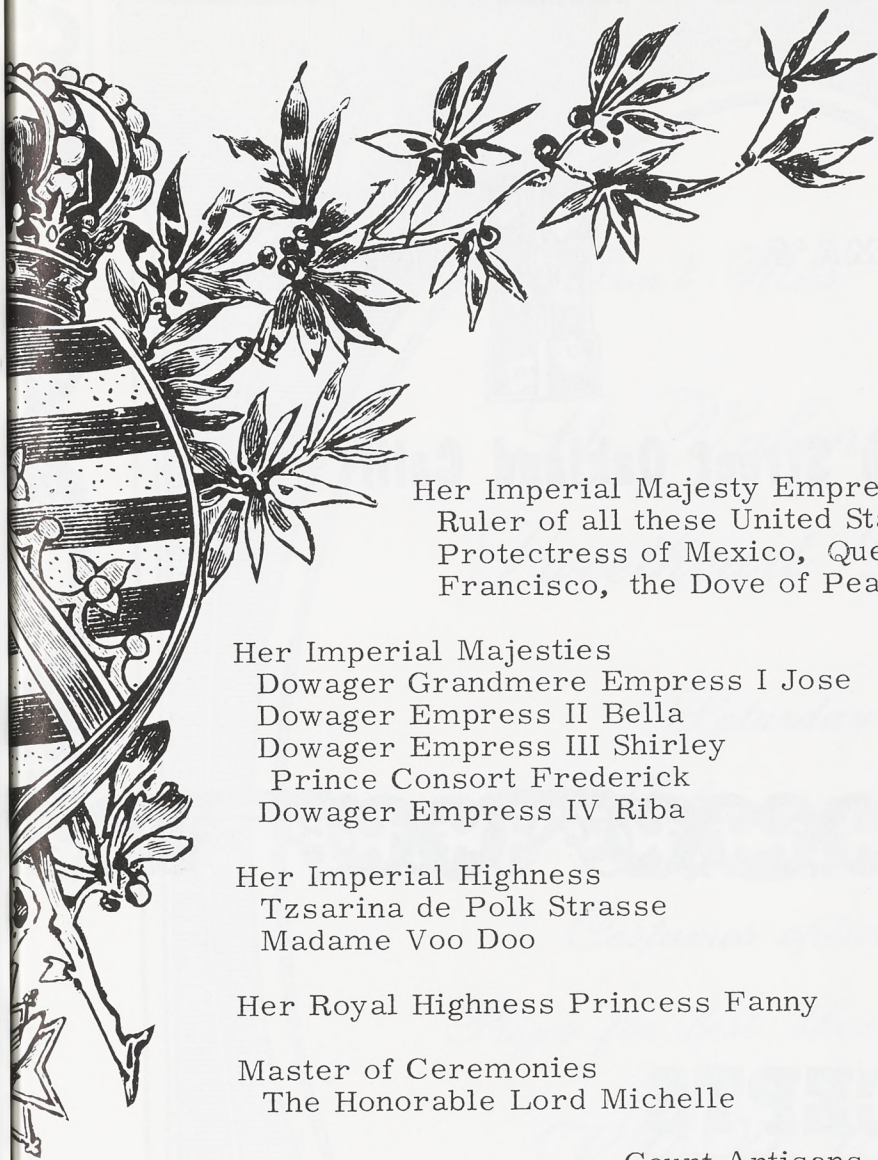
In 1969, I proved myself worthy by helping a "true" friend gain a new title in this life by campaigning and winning with flying colors for the Empress de San Francisco IV.

May I say, the world is a stage and the stage is a world of entertainment.

PRINCESS ROYAL, FANNY







Her Imperial Majesty Empress V Willis
Ruler of all these United States and
Protectress of Mexico, Queen of San
Francisco, the Dove of Peace

Her Imperial Majesties

Dowager Grandmere Empress I Jose
Dowager Empress II Bella
Dowager Empress III Shirley
Prince Consort Frederick
Dowager Empress IV Riba

Ladies in Waiting to their Majesties

Lady Franklin
Lady Antoinette
Lady Montclair
Lady Vera
Lady Barbara

Her Imperial Highness

Tzsarina de Polk Strasse
Madame Voo Doo

Lord Chamberlain
Michael Tresini

Her Royal Highness Princess Fanny

Court Herald
Ronald J. Stevens

Master of Ceremonies

The Honorable Lord Michelle

Court Musicians

The Honorable Nick Jordan, Maestro

Court Artisans

By appointment of Her Imperial Majesty
Dowager Grandmere Empress I Jose
The Honorable Ron Adams
The Honorable Mike Cunningham
The Honorable Robert Fredericks

Aide de Camp to the Court
The Honorable Michael Gerena

Court Photographer
Coleman Colour Studio

Court Florists
Flower Fashions

Court Jewelers
National Trophy Company



RANDMA'S



HOUSE

135 Twelfth Street Oakland Calif

MEDIA CONCEPTS

MEDIA CONCEPTS

Effective exciting advertising
for the Gay community

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Don't Miss the
St. Valentine's
Sweetheart Dance

Saturday
February 13th

Costumes optional
Prizes for best theme costumes

S.I.R. Center
83 Sixth Street

Members \$1.00
Guest \$1.50

"Close dancing is O.K. at S.I.R."

1st SFTG Beaux Arts Ball
Hilton Hotel 1964



BEST WISHES FOR 1971



COMPLETE DINNERS FROM 2.25
PRIME RIB WEDNESDAY 2.50

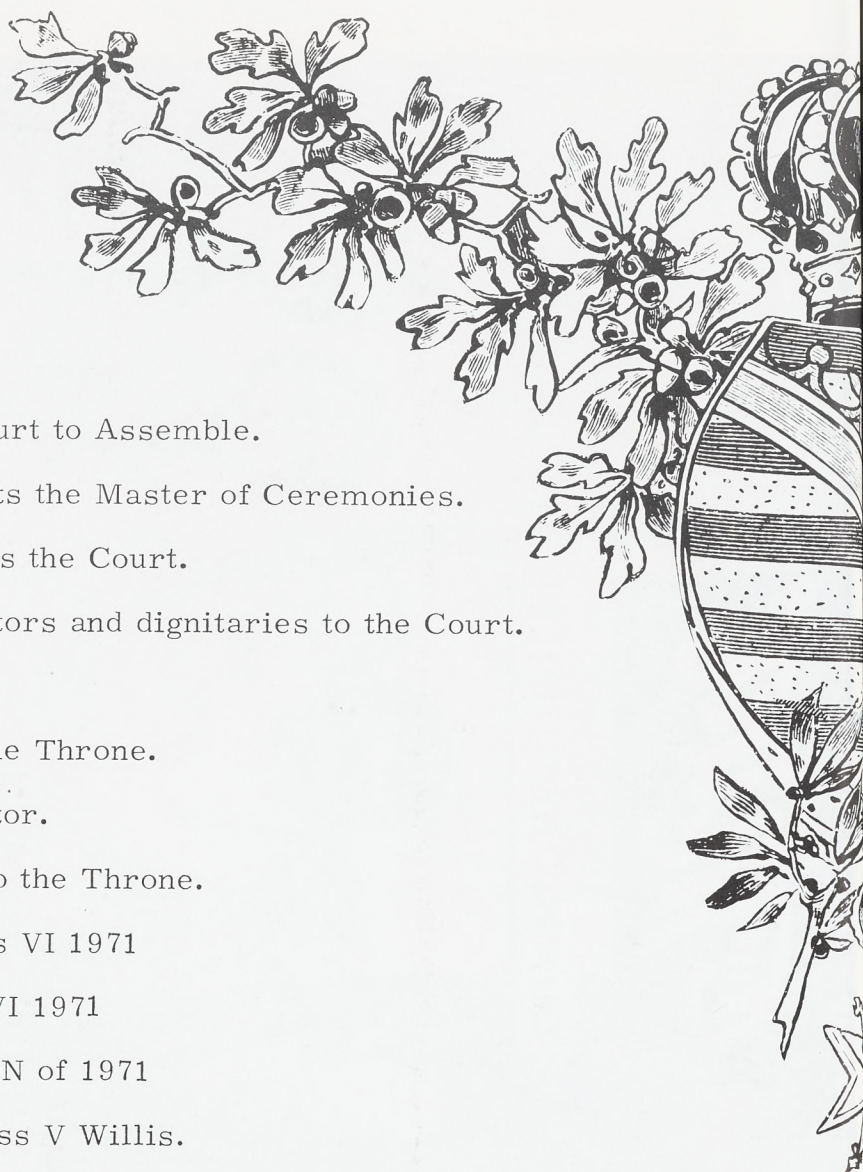
Al St. Claire

AT THE PIANO WEEKENDS

TWO FREE DINNERS IF YOUR TEAM CAN BEAT
LES & PEG AT 8-BALL ON OUR POOL TABLE



CHARLOTTE AND HER CREW AT THE MINT



11 O'clock

The Royal Herald calls the Court to Assemble.

The Lord Chamberlain presents the Master of Ceremonies.

Master of Ceremonies presents the Court.

The presentation of Royal visitors and dignitaries to the Court.

1st ROYAL PROCLAMATION

Presentation of Aspirants to the Throne.

The call of the Official Tabulator.

The Royal Decree successor to the Throne.

The Investiture of the Empress VI 1971

The presentation of Empress VI 1971

1st OFFICIAL PROCLAMATION of 1971

Farewell promenade of Empress V Willis.

2nd OFFICIAL PROCLAMATION of 1971

The presentation of the Tavern Guild President -- and acceptance.

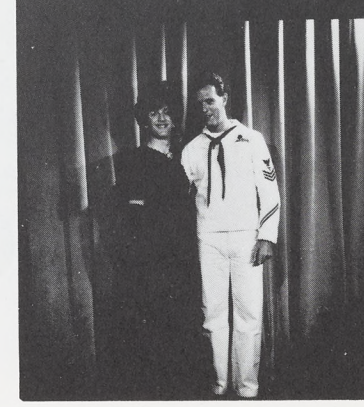
Court to pay homage.

1 O'clock, the Grand Door Prize drawing.

2 O'clock, the dismissal of the Royal Court and
the Closing of the Palace Doors.



Her Imperial Majesty wishes to thank the Privy Council for their cooperation
and all whose assistance made this Coronation Ball a success!!!

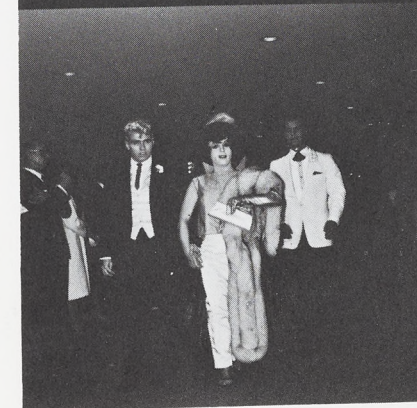
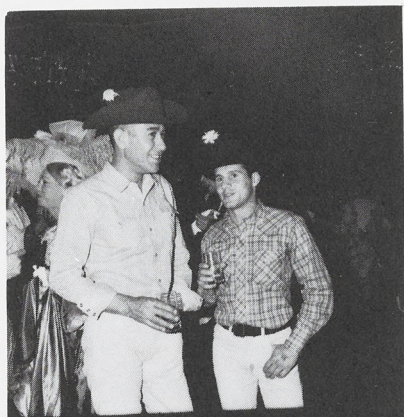


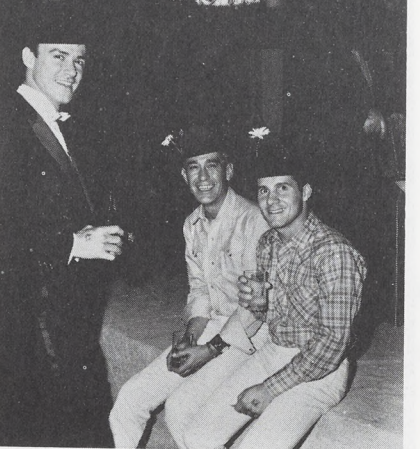
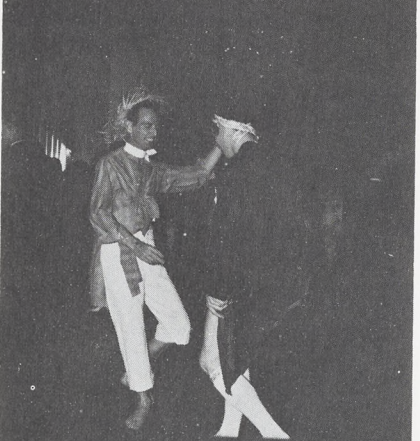
for those

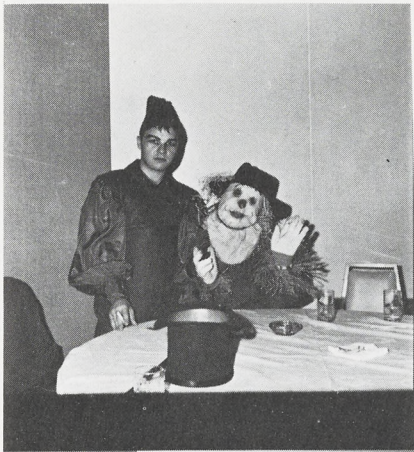
who are

too busy

to contribute











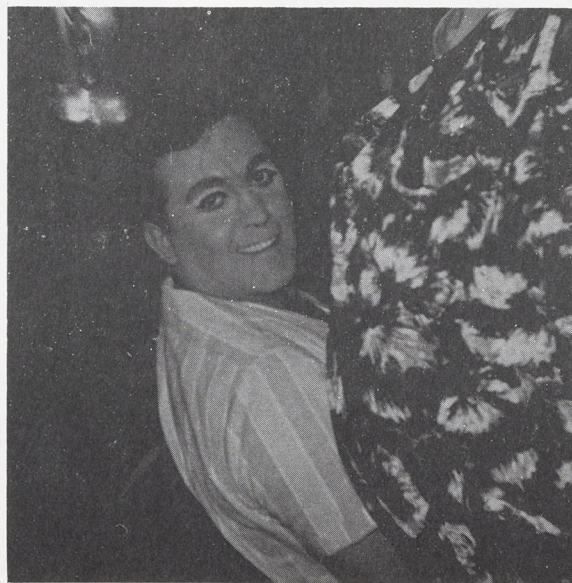
MICHELLE'S BIRTHDAY PARTY
ALWAYS A REAL NICE AFFAIR.
A SUIT AND TIE --
AND AFTERNOON DRESS!

NOTE - JOSE STILL SINGING
AND ENTERTAINING
WHILE MICHELLE CHECKS THE
BIRTHDAY LOOT.



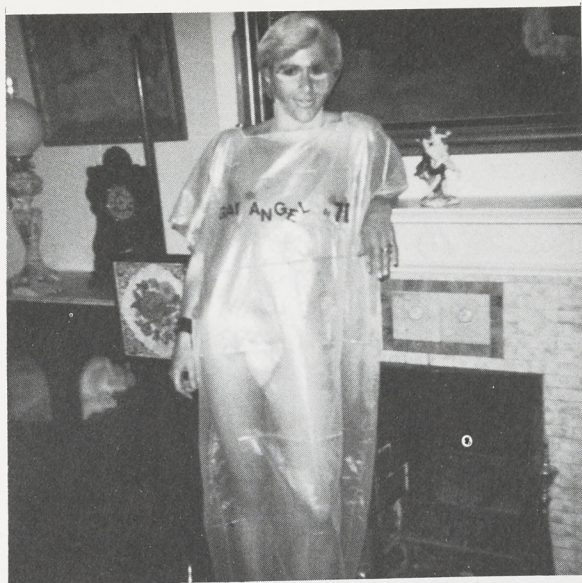


WHERE ARE THESE OLD FRIENDS? CAN YOU NAME THEM?

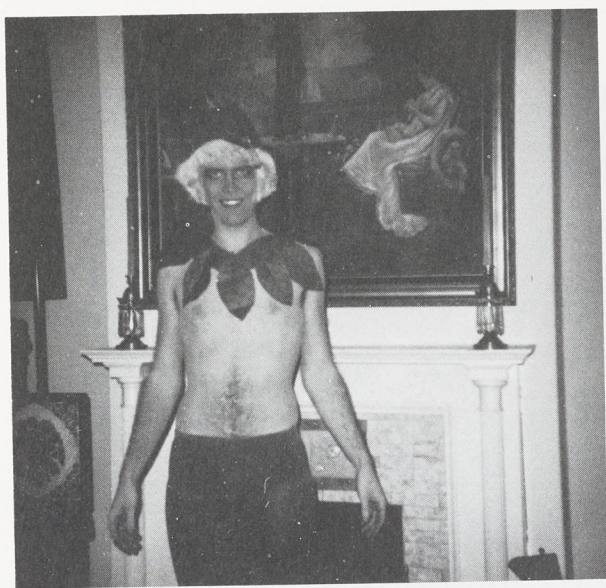




ROYAL FLAG - FRUIT PALACE



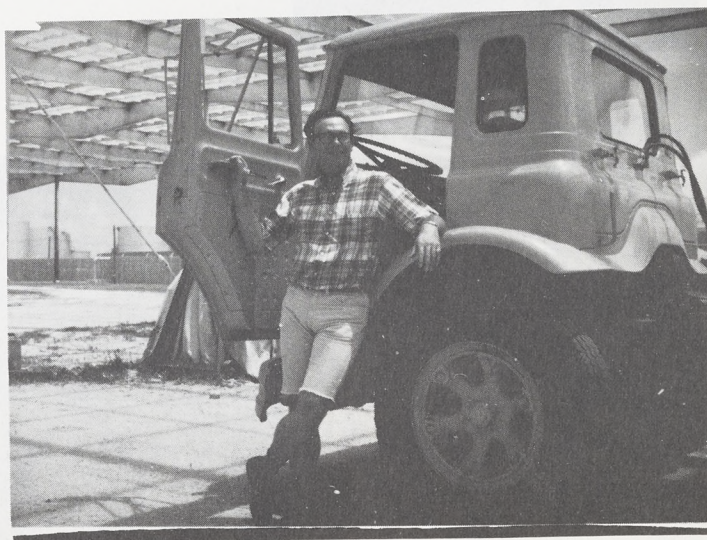
GAY ANGEL - STEVE



JOLLY GREEN GIANT - GARY



SALVATION JOSIE!



AUNT MARTHA BEFORE AND AFTER



I LOST MY DATE



THIS IS MY BEST SIDE



IT'S FOREVER AND EVER



JUST A SIMPLE HAT



"MOTHER"



Bill Wolf
 Do you remember
 Party time
 1956



841 Larkin Street
BETWEEN O'FARRELL & GEARY
San Francisco



THE GANGWAY

CONGRATULATIONS &
BEST WISHES IN 1971

*If you can't drop in...
smile as you go by*



LADY VERA AS JACK, BEFORE THE BALL.



SISTERS FOREVER



AFTER THE ROYAL BASH



WHEN YOU GET YOUR MAN,
CARRY HIM AWAY



who said **OCTobErFeST** wasn't
a good idea?

THESE WORDS WERE SAID BACK WHEN, BY BILL PLATH AT THE D'OAK ROOM



1. CHUCK SCHNEIDER



2. GORDON WARREN - GANGWAY



3. CLYDE JOHNSON



4. CAMILLE MARGALIN
BLACK CAT



those were the days



when



DRAG was simple



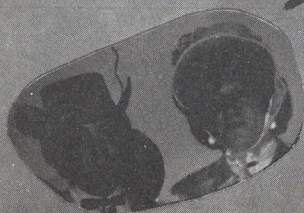
RICK OF THE ORPHEUM CIRCUS UPON
ARRIVAL TO SAN FRANCISCO

SIX MONTHS LATER

another Gala evening at



The Maple Leaf



YOU NAME IT -- I'VE DONE IT



TOURED THE CITY AT EASTER TIME

EGGS FOR THE POOR



DRAG 1953 -- NEW BELL BAR



RAN FOR PUBLIC OFFICE



EASTER BUNNY FOR THE SERVICE MAN



THE BAZ 1970



serving

1965

the gay community since

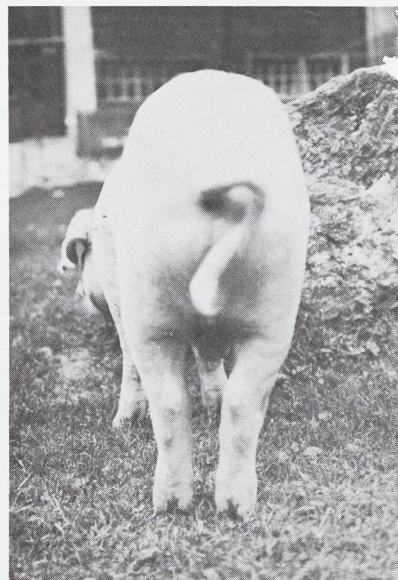




A YOUNG MAN WHO WAS THE FORERUNNER OF LONG HAIR
A SONG STYLIST FOR SOPHISTICATED CABERET CROWDS?



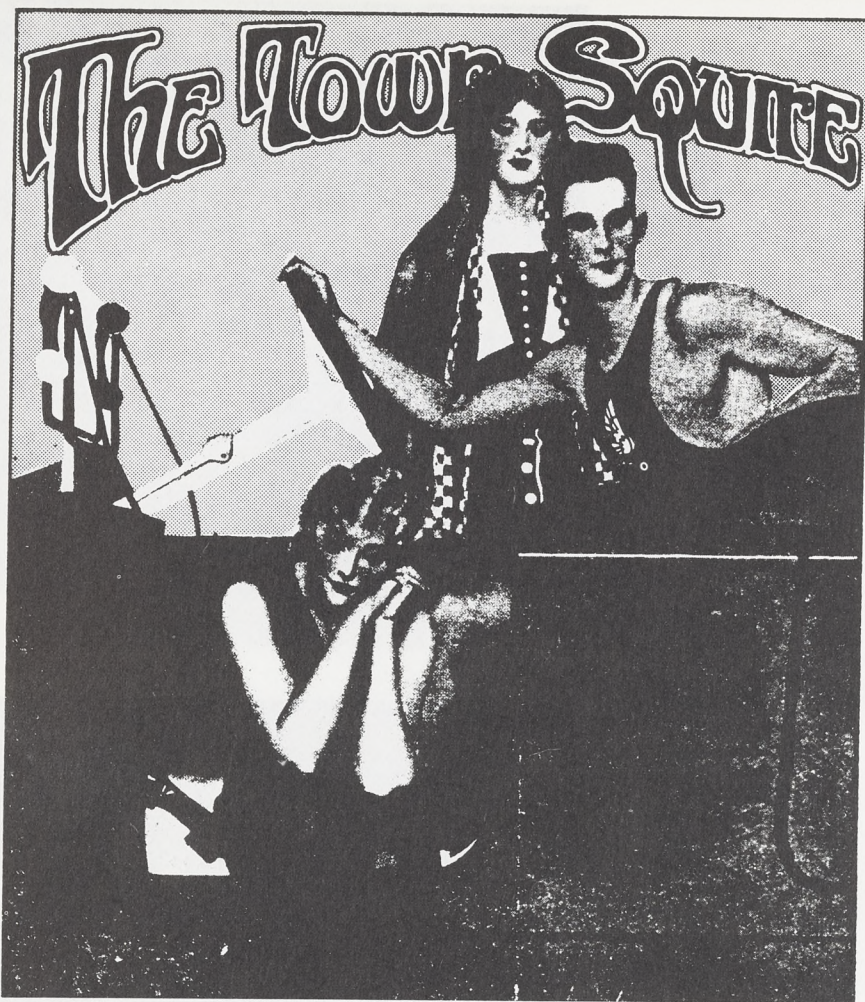
REAL HIGH CAMP





COURT DRESS AND ORDER. A SIT DOWN DINNER





1318 Polk St
San Francisco
Calif



16 Leland Avenue San Francisco

JU 5-1796

Good luck from Lucky.



LUCKY BREWERIES, INC. SAN FRANCISCO, CALIFORNIA

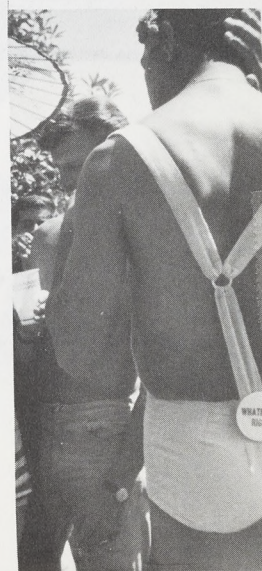
LIVE
Music & Dancing

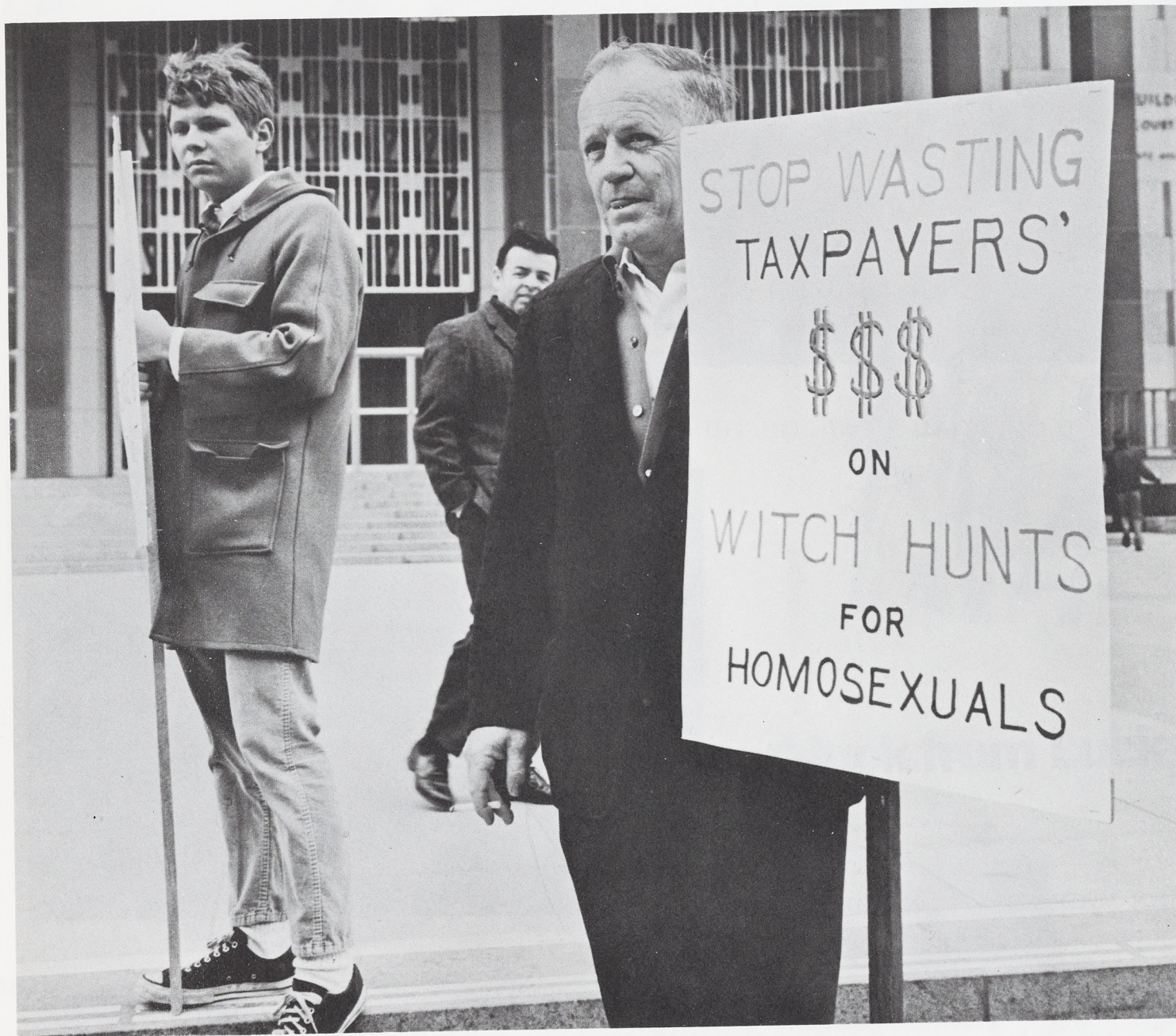


THE SECOND OFFICIAL PICNIC OF THE TAVERN GUILD



SUMMER MADNESS - FUN AND HIGH CAMP





RALLY TO PROTEST EXCLUSION OF HOMOSEXUALS FROM THE ARMED
FORCES -- MAY 21, 1966 -- 2:00 p.m.

Orpheum Circus

DINNERS
7 NIGHTS A WEEK

SUNDAY BRUNCH

SINCE
1970

FLAMBOYANT-BUT SPORADIC ENTERTAINMENT

A SAN FRANCISCO LANDMARK

1188 MARKET

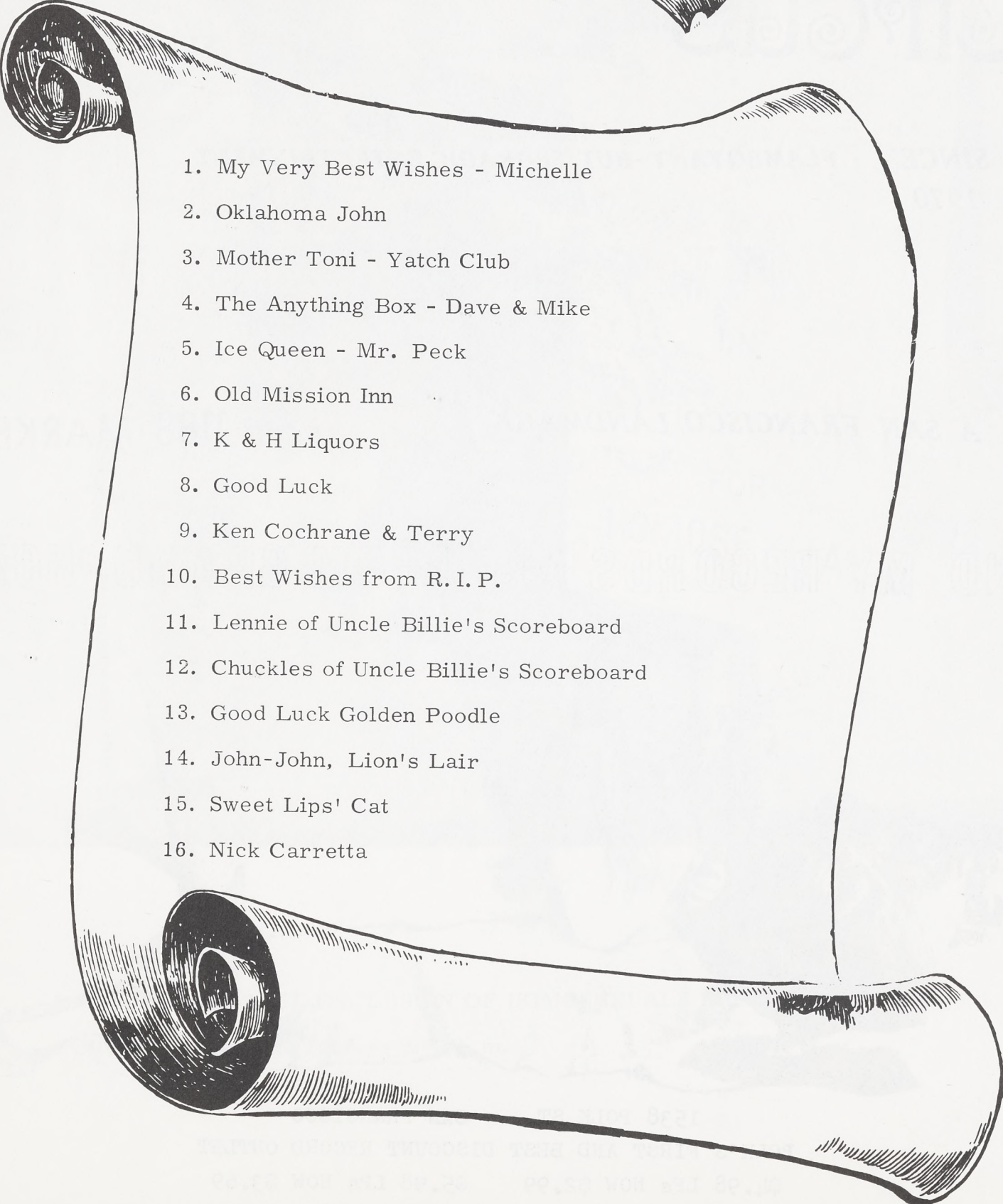
AND MY RECORDS ARE FROM GRAMOPHONE



1538 POLK ST. SAN FRANCISCO
POLK'S FIRST AND BEST DISCOUNT RECORD OUTLET
\$4.98 LPs NOW \$2.99 \$5.98 LPs NOW \$3.69
ALL RECORDS FACTORY FRESH AND SEALED

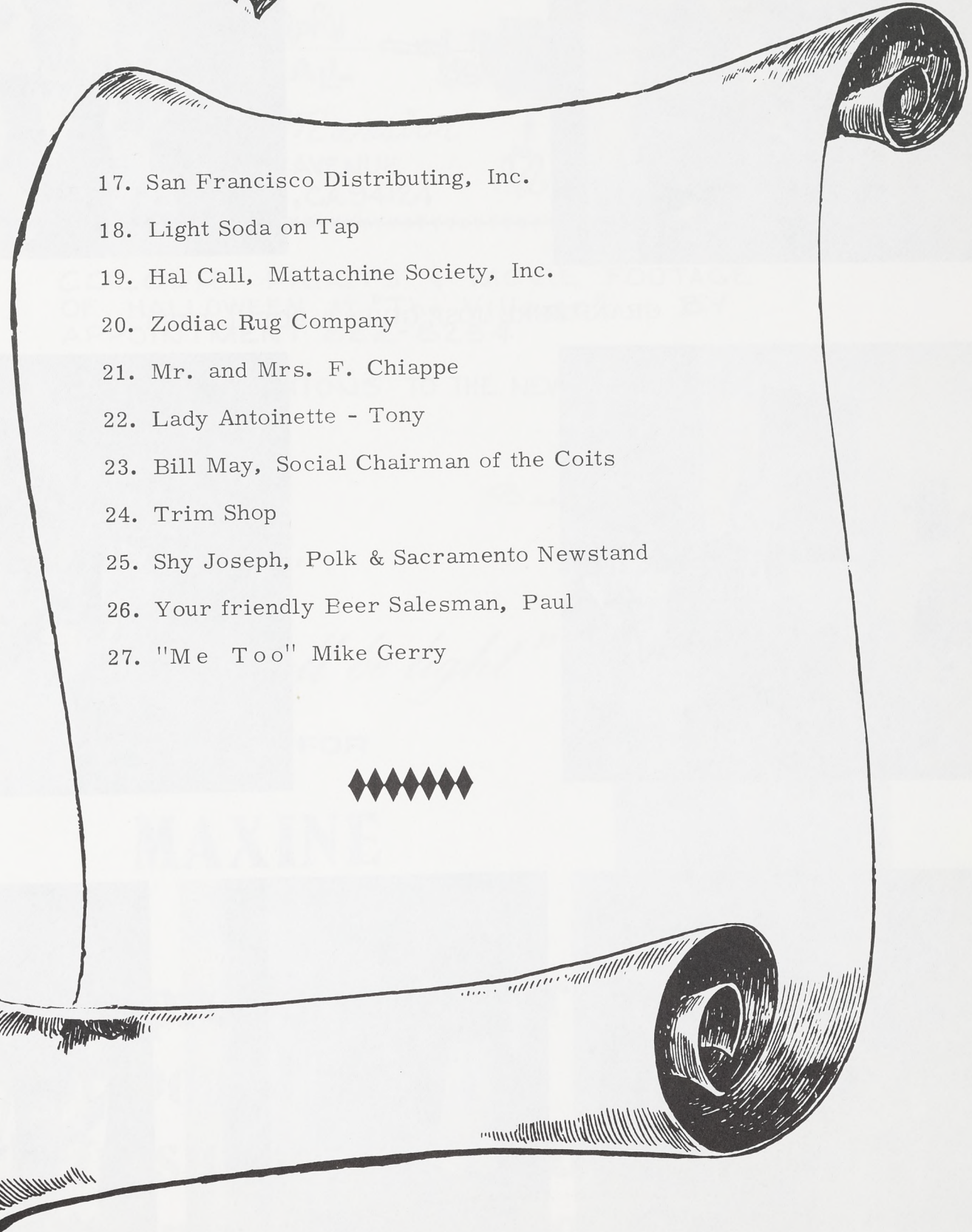


PATRONS

- 
1. My Very Best Wishes - Michelle
 2. Oklahoma John
 3. Mother Toni - Yatch Club
 4. The Anything Box - Dave & Mike
 5. Ice Queen - Mr. Peck
 6. Old Mission Inn
 7. K & H Liquors
 8. Good Luck
 9. Ken Cochrane & Terry
 10. Best Wishes from R.I.P.
 11. Lennie of Uncle Billie's Scoreboard
 12. Chuckles of Uncle Billie's Scoreboard
 13. Good Luck Golden Poodle
 14. John-John, Lion's Lair
 15. Sweet Lips' Cat
 16. Nick Carretta



PATRONS

- 
17. San Francisco Distributing, Inc.
 18. Light Soda on Tap
 19. Hal Call, Mattachine Society, Inc.
 20. Zodiac Rug Company
 21. Mr. and Mrs. F. Chiappe
 22. Lady Antoinette - Tony
 23. Bill May, Social Chairman of the Coits
 24. Trim Shop
 25. Shy Joseph, Polk & Sacramento Newstand
 26. Your friendly Beer Salesman, Paul
 27. "Me Too" Mike Gerry





GRANDMERE JOSE GIVES A ROYAL BASH.



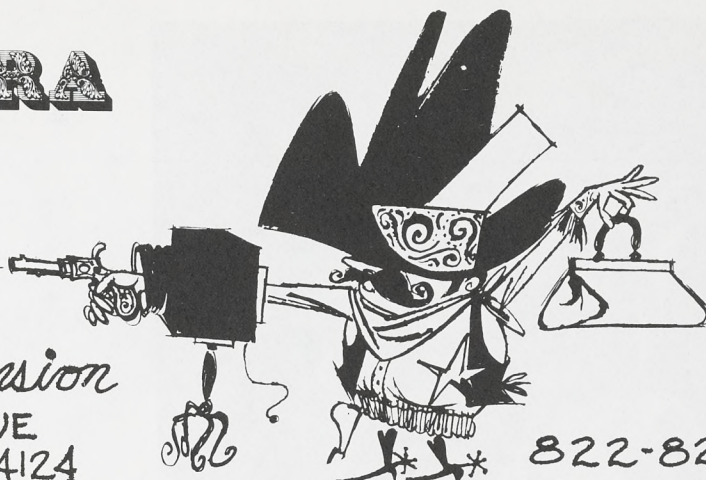
ET CETERA

sure fire photography

BILL MARSHALL

Sylvester Mansion

1556 REVERE AVENUE
SAN FRANCISCO, CA. 94124



822-8254

COLOUR PRINTS & MOVIE FOOTAGE
OF HALLOWEEN AT "The Village" ... BY
APPOINTMENT 822-8254

CONGRATULATIONS TO THE NEW EMPRESS!

Bill Marshall

"For there shall be light"

IN 1971 FOR

MAXINE



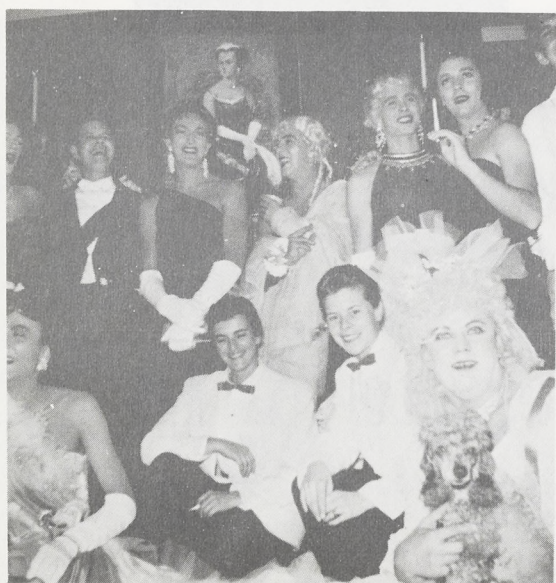
My appreciation to friends, U B's
Scoreboard and the Trapp for
their support. Best to all in
the coming prosperous New Year



JOSE THROWS A PARTY!
 EVERYONE IN HIGH SOCIETY WAS THERE.
 PLENTY TO EAT, DRINK,
 A CHANCE TO RENEW AND MAKE NEW FRIENDS.
 THIS WAS

THE UNVEILING OF JOSE AS THE MARQUESA de SARRE

- 1957





The Original Bay City Bummers



M
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DOES SHE HAVE TOO MANY DRESSES???





DOES ANYONE NEED A GOOD UP-STAIRS MAID?



QUEENS OF



YeSTeRYeaR



HALLOWEEN, SAN FRANCISCO 19__



Frolic Room



GO GO BOYS
AND
FEMALE IMPERSONATORS
Continuous Entertainment

OPEN 4 PM 7 DAYS A WEEK

141 MASON STREET • SAN FRANCISCO

EXTRA EXTRA EXTRA

WATCH FOR GRAND OPENING OF
THE '181 CLUB' AT 181 EDDY



Hazel
Mc Ginnis
MUSICIAN

by appointment to Her Majesty
'Dowager' Empress I JOSE'
Instructions being given in the
'Royal Art of correct Piano-forte
technique and voice coaching.
Organ lessons by special arrangement.

Fruit Palace
707 Cole St S.F.

Personal Concern
for Precious Garment

HOWARD GOTTSTEIN

DRY CLEANING

and all affiliated service

WE 1-1600

Pickup and delivery
anywhere in city

Scotty

Scott's

P

T

FREE COCKTAILS
DURING THE
'CHANGING OF THE GUARD'

Parking across street

10 SANCHEZ at DUBOCE

626-9534

Bradley's Corner

Cocktail Hours

50¢ - Monday thru Friday
5-7 p.m.

Draft Beer

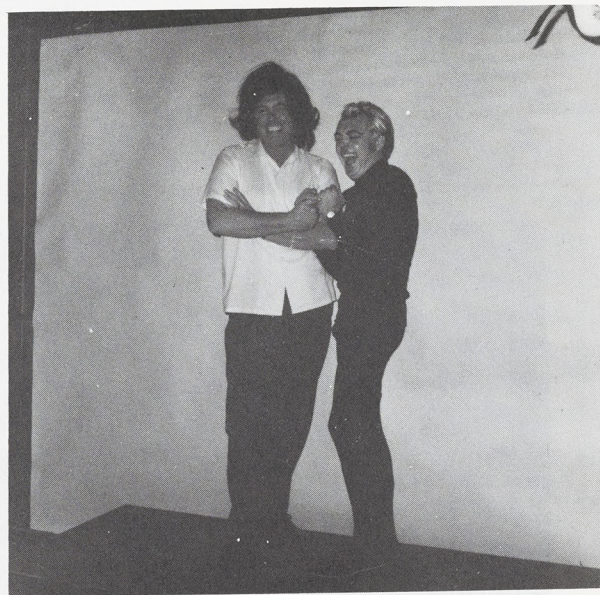
15¢ - Monday & Friday
9-12 p.m.

Sunday Brunch

99¢ - 11 a.m. to 3 p.m.



900 COLE STREET
on the "N" car line
664-7766



MIKE & TOM STEWARD -

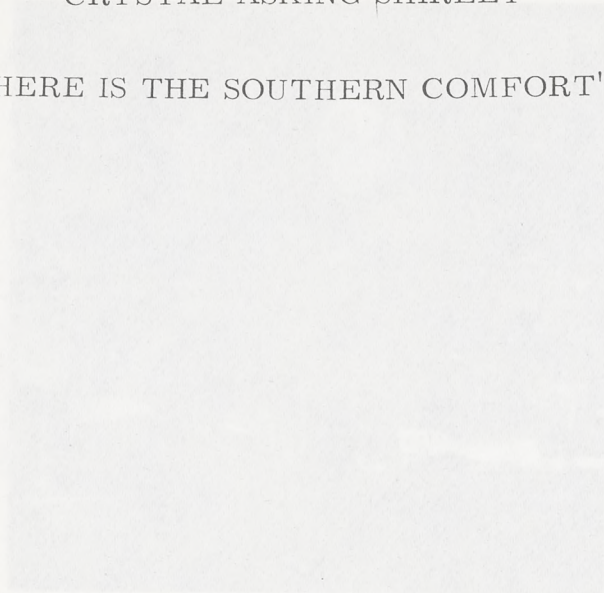
- Forever and ever!



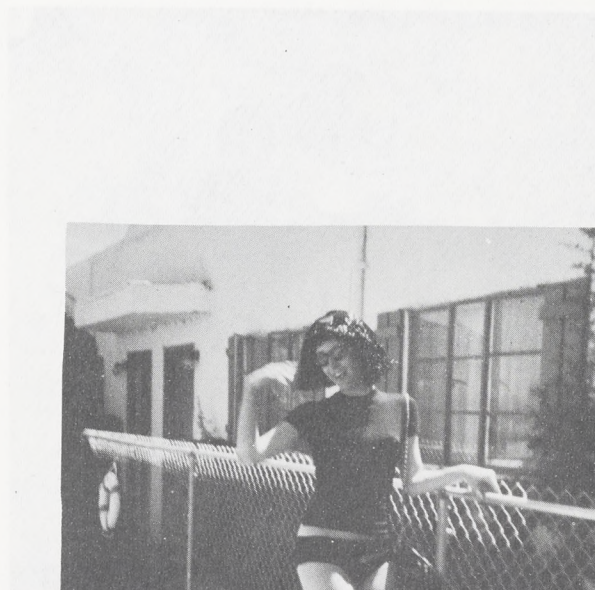
MISS FREDDY the "FLOWER GIRL"

CRYSTAL ASKING SHIRLEY

"WHERE IS THE SOUTHERN COMFORT"

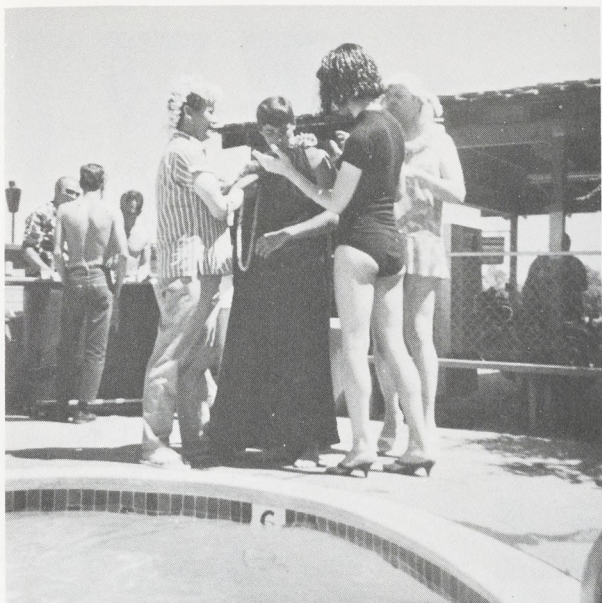


LEAD ME TO YOUR LEADER



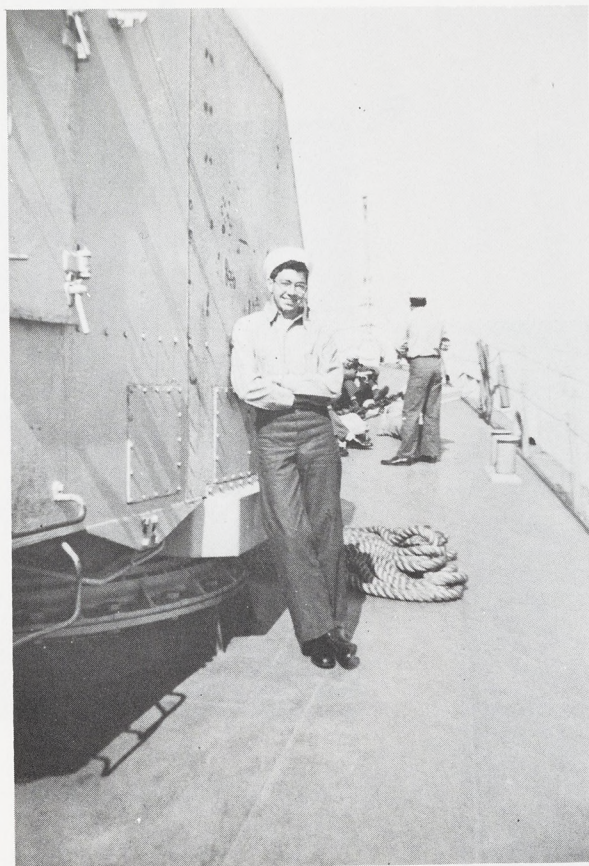
JUST LIKE DOWN HOME IN POODUCK, TENNESSEE

DIC
HOW



DAVES VIP POOL OPENING

READING OF PROCLAMATION



DICK ROUSSEAU

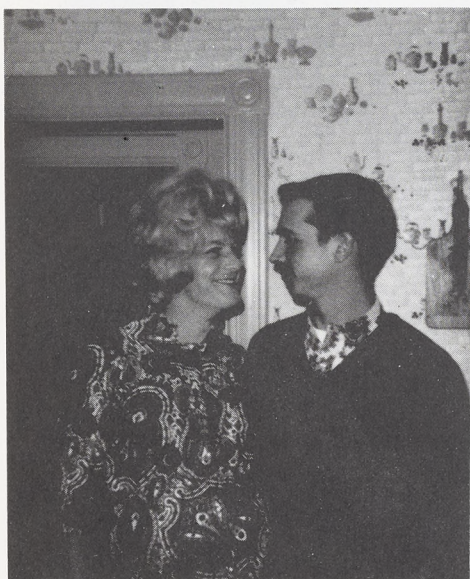
HOW DID HE GET THE SHIP TO RENO???



HELL! YOU'RE SITTING ON MY SANDWICH



Guess What -- Party Time





MUCH OLDER THAN I!

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Email: _____

Visa

Master Card

Discover

American Express

Card Number: _____

Expiration Date: _____

Number of Tickets: _____

General Admission + _____

VIP = \$ _____

Total

Names of Additional Guests: _____



Guess What --



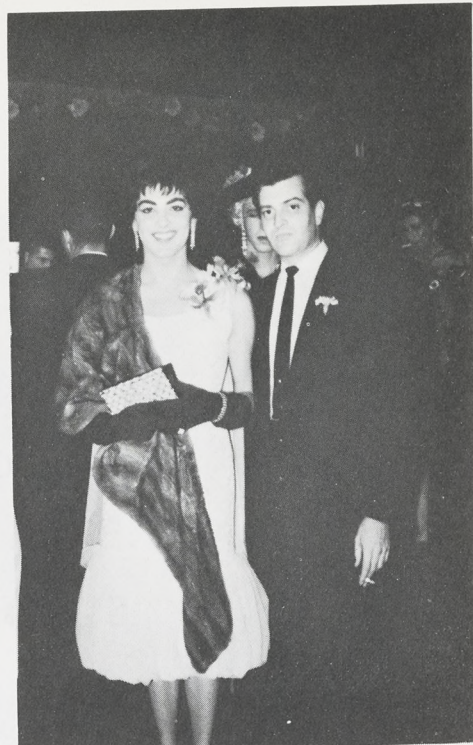


CAN YOU FIND YOURSELVES? IF YOU CAN, YOU'RE MUCH OLDER THAN I!



Check Those Prices!

TIME...1956



remember this **Beaux Arts Ball**





Metropolitan Community Church

CALIFORNIA HALL
Corner of Turk & Polk

San Francisco

SUNDAY 1:00 PM Church Services

ALL ARE WELCOME

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Liquor Inc.

#7

ANNA HELD'S HOME



#8

1st DRUG CENTER
FINE RESTAURANT
FOUNDATION FOR BANK OF AMERICA



9#

SHE SWANG & SANG SAN FRANCISCO



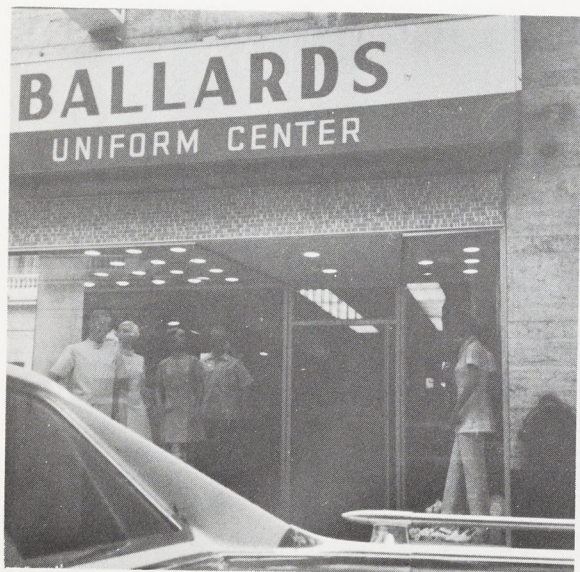
10



1st GAY BAR 1941

11

THE CORNER HANG-OUT



12

UNCLE BILLY'S SHOW PLACE

#13

2nd COFFEE HOUSE
THE TENDERLOIN UPGRADED ITSELF



#14

THE FAMOUS COFFEE HOUSE

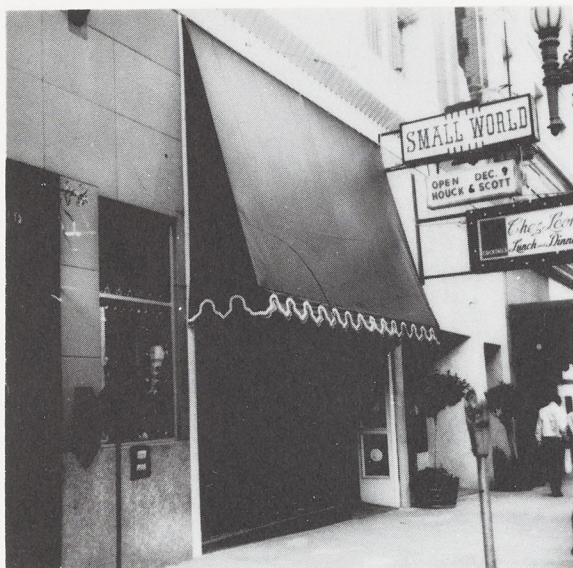


#15

DANCING BAR OF THE 40's



#16



CHARLES PIERCE & RIO DANTE
STARTED HERE IN SAN FRANCISCO

#17

POWELL STREET HOLE IN THE WALL



#18



FORERUNNER TO THE RENDEZVOUS



will he ever snap that camera?





BUTTERFLY CRUISE 1960

WE FORGOT THE MEAT

FOR THE BUFFET

HAZEL TOO HAS BIRTHDAYS

LAST ONE CELEBRATED FOR 1959



BOND STREET -- SAN FRANCISCO U. S. A.



PATTY

MAXINE

LA VERN



BATH TUB GIN



FAT EYES - FLAT LIPS



CAN A LADY ACCEPT A JOINT FROM A STRANGER

The Three Best in The Northwest

611 Club

922 Club

614 Club

**This
my
toast**



**To
the
west**

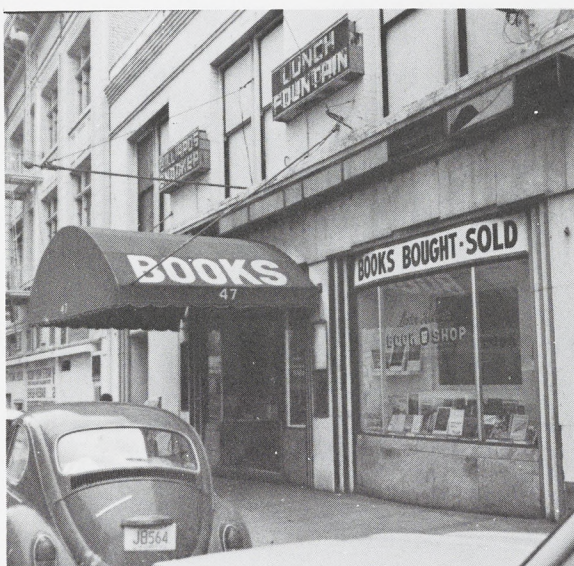
Empress

Bobbie

31

THE FIRST --

THE GRANDMOTHER OF ALL GAY BARS



32

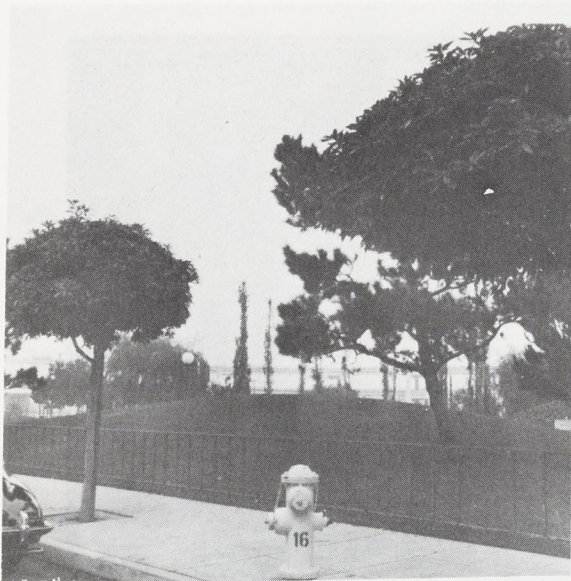
A MAN OF MANY HATS

33

IT'S HOT! BUT WAS A WOMAN'S NAME



34



CHARLOTTE BEGAN HERE

35

POOR MAN'S DRAG SHOW

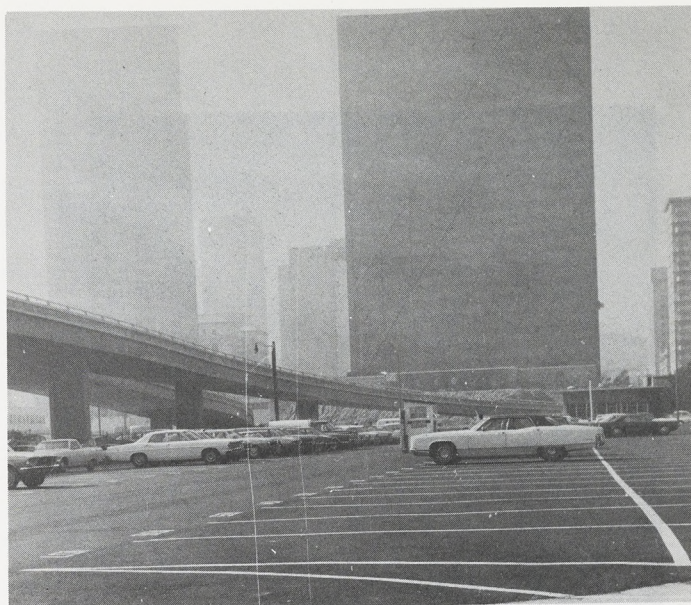


36

1st MEMBERSHIP CARD BAR

#37

VICTORIAN PORTALS



#38

GAYOLA SCANDALS

#39

KENO FOUND VIVACIOUS VIVIAN



40



1st ALL GIRL BAR

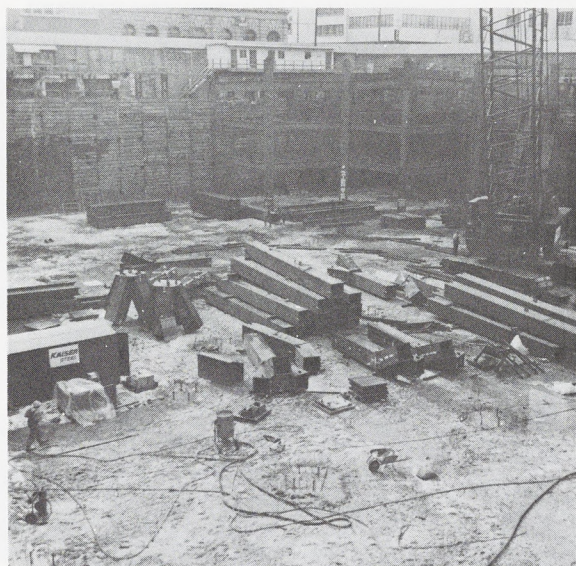
41



BILL PLATH'S 1st BAR

#19

SUNDAY CONCERTS FOR THE ELITE



#20

WILD PAINTINGS ON THE WALL

#21

BARBARA STANWYCK'S PORTRAIT

WENT UP IN FLAMES



#22



1st MOTORCYCLE BAR

#23

EARLY HOME OF SAN FRANCISCO

TAVERN GUILD



#24

SOCIAL DRINKING CENTER,

WHERE THE IDEA STARTED



#25

A FANCY BAR IN THE TENDERLOIN

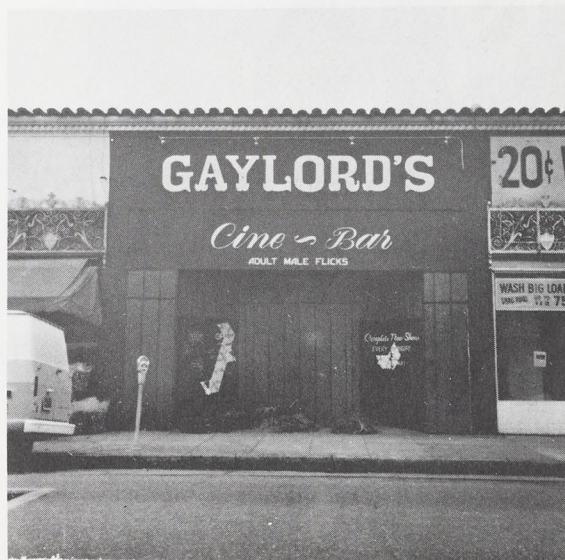


#26

FAMOUS RAID

#27

1st MOVIES IN BARS



#28



FINE FOOD -- A FUN PLACE -

- WONDERFUL SERVICE

#29

VIVACIOUS VIVIAN'S SECOND HOME



#30



GORDONS RESTAURANT STARTED HERE

BaBY PiCTURES

1. SHIRLEY
 2. JOSE & GANG
 3. GRETTA GRASS
 4. JIM BUNKO
 5. JOSE
 6. WILL BUOLESON
 7. BOB DESALLES
 8. VOO DOO
 9. WILL BUOLESON
 10. JOSE OR SISTER
 11. JONNE IRONS
 12. BILL PLATH (Front View)
 13. BILL PLATH (Rear View)
- (Pictures on pages 36, 37, 38 and 39)

CAN YOU GUESS ??

LUCIEN

LA VERNE CUMMINGS

LESTER LaMONTE

ELTONE PARIS

KARA MONTEZ

JACKIE PHILLIPS

LARRY WINTERS

RAE DeYOUNG

(Pictures on Page 35)



MARY! ARE YOU WILD!



I HIT IT! A HOME RUN



DEBUTANT BALL 1969

DOWAGER & DEBUTANT

WHERE HAVE OUR LANDMARKS GONE?

1. ENSIGN
2. THE DIAL
3. D'OAK ROOM
4. BACKSTAGE
5. THE SEA COW
6. DOLAN'S
7. GASLIGHT
8. MORRIS AND YOU, LE BOEUF, PYRAMID OF BANK OF AMERICA
9. ANN'S 440
10. CAMELIA ROOM
11. LUPE'S ECHO
12. 585 POST
13. CABOOSE COFFEE HOUSE
14. DON'S COFFEE HOUSE
15. CAL-HYDE
16. GILDED CAGE
17. MAURICE'S
18. HIDE-A-WAY
19. OPUS I
20. NELLY'S
21. SILVER DOLLAR
22. WHY NOT
23. SUZY-Q
24. CAL'S
25. THE FEZ
26. TAY BUSH
27. JUMPING FROG
28. GOLDEN CASK
29. RICK'S CALVACADE
30. PAPER DOLL
31. BLACK CAT
32. KENO'S
33. CHILI'S
34. 600 FRONT
35. BEIGE ROOM
36. 356 TAYLOR
37. JACK'S WATERFRONT
38. 90 MARKET, CASTAWAYS, TALK OF THE TOWN
39. KENO'S NOB HILL, POLK GULCH
40. MONA'S CANDLELIGHT
41. BOND STREET

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Barbara -

Polk
strasse

Voodoo · Adrian - Eddy · Mama Schutz
dinner nightly sunday brunch

closed monday

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RESTAURANT

THE HOME OF THE
PEOPLE GROOVY
SATURNALIA

All

You

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BUFFET

\$1.50

Nightly

Except

Sunday

199 Valencia & Duboce

863-9652

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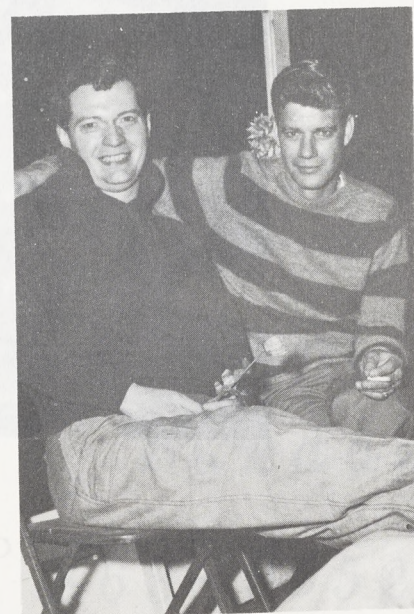
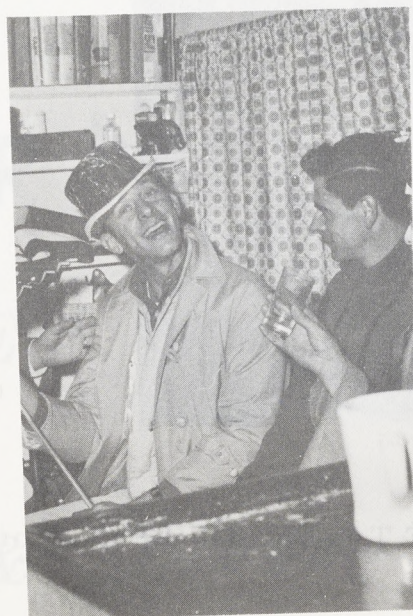
2742 17th ST. San Francisco 621-1911



1st PRESIDENT OF TAVERN GUILD

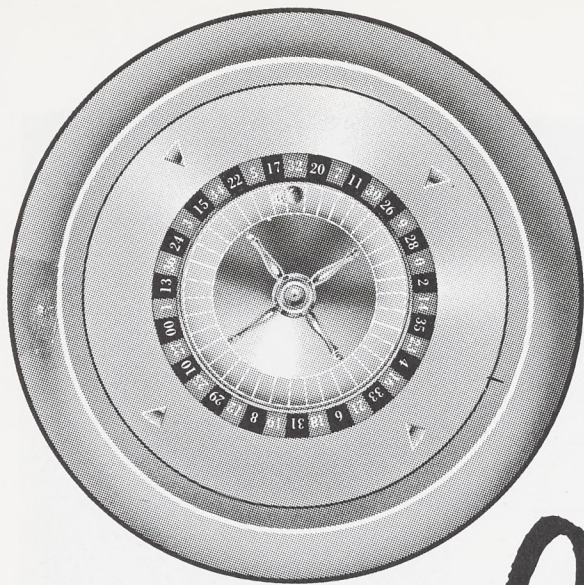


or 1st LADY OF TAVERN GUILD





THE FAMOUS BUTTERFLY CRUISE STARTED BY JOSE AT THE BLACK
CAT TO CELEBRATE HIS ANNIVERSARY -- HIS FIRST OPERA BEING
MADAME BUTTERFLY



Your Hosts
**CHUCK & MARIE
COBLEY**

Chances **R**

**MANON & TENNYSON
HAYWARD**

floor shows - friday & saturday

THE ROUNDUP



YOUR GROOVY

WESTERN BAR

GET YOUR HARD STUFF (likker) now served daily 11 am to 2 am

298 SIXTH STREET (corner of Folsom)

SAN FRANCISCO • 863-9628

ON THE "MIRACLE MILE" • SWINGS • DAYS & NIGHTS

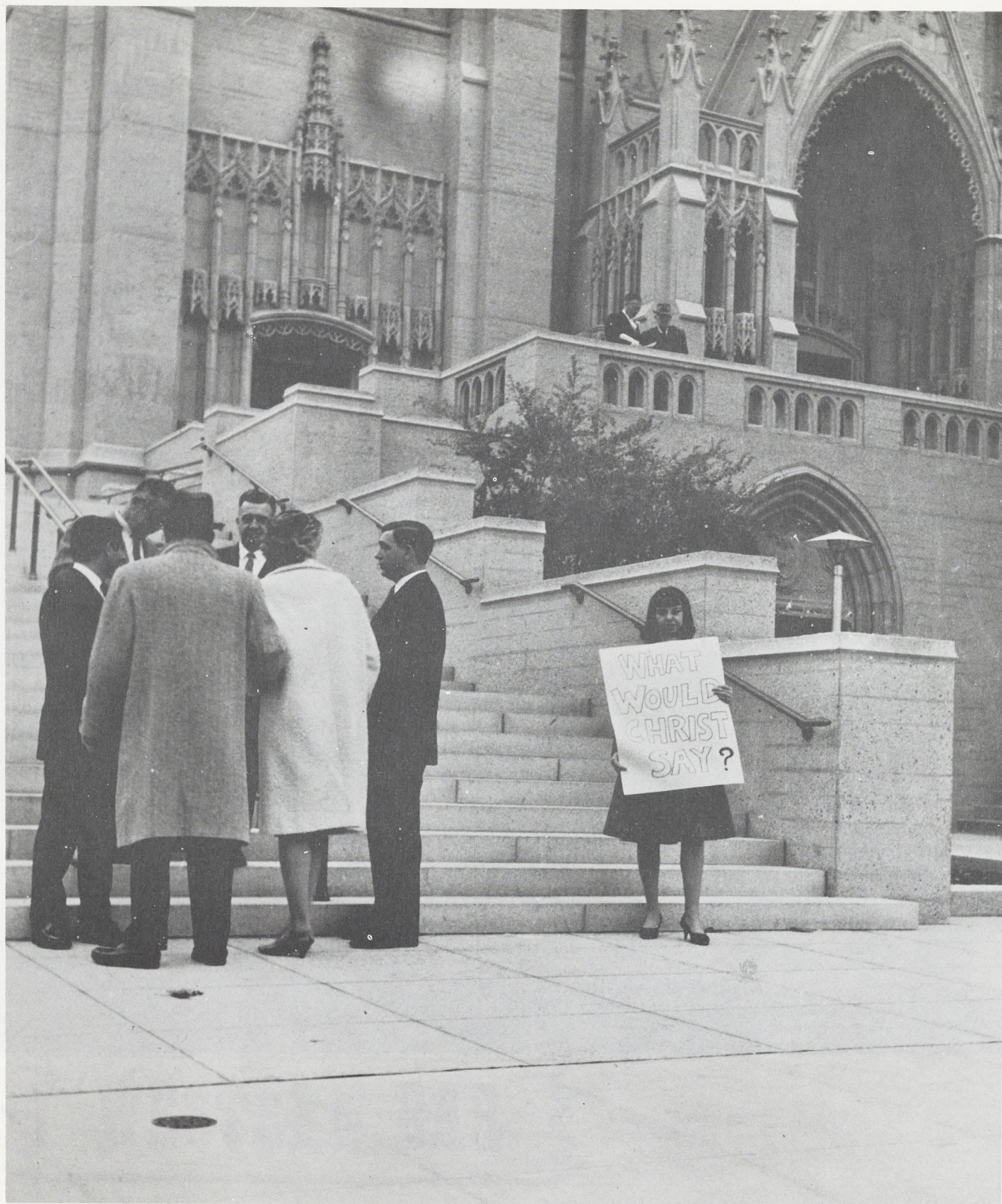
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VISIT OUR NEW SQUEEZE-PEN ROOM



Age of Aquarius

BEFORE THE PARADE PASSES BY



PICKETING OF GRACE CATHEDRAL TO EMPHASIZE CHARGES THAT
THE DIOCEASAN COUNCIL HAS DISCRIMINATED AGAINST CANON
ROBERT W. CROMY -- September 27, 1965





1. GRETTA GRASS

MAPLE LEAF



2. JOE ROLAND - GANGWAY



3. JOHN HYER - MAGIC GARDEN



4. DICK WALTERS - KOK PI



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NOW OPEN FOR DINNER

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Our Bar Is Open Until 11:00 p.m.

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PAN AND SATYR. THESE TWO UNIQUE FOREST DEMIGODS FROM THE LAND OF MT. OLYMPUS ARE MADE OF DURABLE SEMISTONE IN EITHER BROWN (WOODTONE) OR BLUE-GREEN (ANTIQUED BRONZE) FINISH.

SEND FOR THESE TWO TODAY. JUST FOR FUN. BOTH ARE EAGER AND WILLING TO SET THE STAGE FOR ROUSING CONVERSATION. PERFECT FOR THE NIGHT STAND, CUTE ON THE COFFEE TABLE, TERRIFIC ON THE T.V. AND A GAS IN THE BATH!!

Seductive
Affable
Tricky
Young
Rascal



That's Satyr. This sylvan demigod is given to riotous merriment and lasciviousness. He will amuse and amaze your friends. But be careful, the young rascal may lead someone astray. He's a real "Lechercon."



NOTICE! THESE BOYS ARE
NOT SWINGERS - THEY STAND
FOR FUN, FLIMFLAM AND
FRIVOLITY AS ALL GOOD
"LECHERCONS" SHOULD.



That's Pan! This playful half-man, half-goat imp of the forest should be proud and friendly! He'll win your heart. But beware, he's a naughty little fellow. You can trust him to cause some kind of mischief.



Proud
Amiable
Naughty

JUST-FOR-FUN

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DALY CITY, CALIFORNIA 94015

SPECIAL
INTRODUCTORY OFFER

YOU'LL PAY MORE
IN THE STORE

PLEASE SEND ME THE FOLLOWING:

____ PAN - 9" HIGH \$17.50 EA. ____ SATYR - 6" HIGH \$17.50 EA.
____ BOTH - FOR ONLY \$30.00

SHIPPED PRE-PAID: TAX INCLUDED

ENCLOSED IS MY ☐ CHECK ☐ MONEY ORDER FOR \$ _____

NAME _____

ADDRESS _____

City

State

Zip

PRO-FUN DEITIES: A "JUST FOR FUN" PRODUCT



*Watch for our
Anniversary
3 Years*

*Congratulations
to the*

new Empress

GEORGE & GERRY

1884 Market Street/ San Francisco/ 552-0886

Lady Barbra officiating

LATEX LILLY'S SALOON

Lunches Daily Monday thru Friday

Open 11 am to 10 pm

Cocktail Hour 4 to 7

209 Stevenson St

Closed Sat & Sun

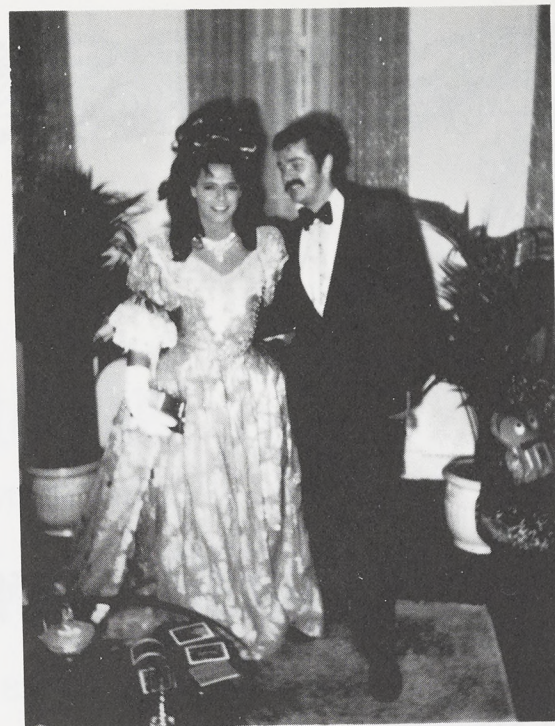


BERRY CARL of LATEX LILLY'S



EMPRESS SHIRLEY IN A WORKING

GIRL'S DRESS



THE REAL HENRY OF THE FICKLE FOX

LADY DESFREE (Henry) OF

THE FICKLE FOX

**SALUTE to all the candidates
Who have run for empress 1971**

DINNER



HOUSE

**Congratulations To the tavern guild
and all of the members**

FICKLE FOX



DONOR OF THE EMPRESS' SWORD

NORTHERN CALIFORNIA'S MOST

LAVISH SHOW AND DANCE BAR

AFTER HOURS FRIDAY AND SATURDAY

MAJOR MOTION PICTURES

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BEST WISHES TO ALL!

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**from
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"CRISTAL'S PALACE OF FINE ARTS"

The
Left Bank



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OF CUSTOM FRAMING*

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Your Host BOO ART & DICK

New Home of
the

"Boo Gin Fizz"

Trap 'im at

THE
TRAPP



Congratulations

to the new Empress

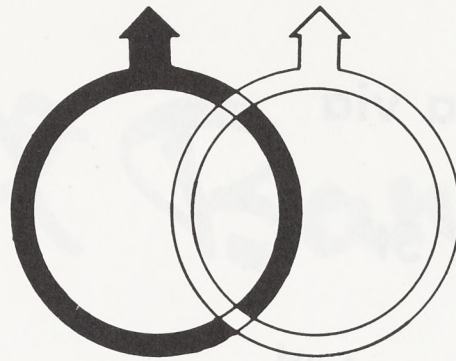
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"TREAT-A-TRICK"

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BAR DRINKS - 2 for \$1
BEER - 2 for 75¢



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Beer 35

the corner

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AFTER THE CORONATION BALL---

A VICTORY CELEBRATION AT THE VILLAGE

AFTER 2 A.M.---

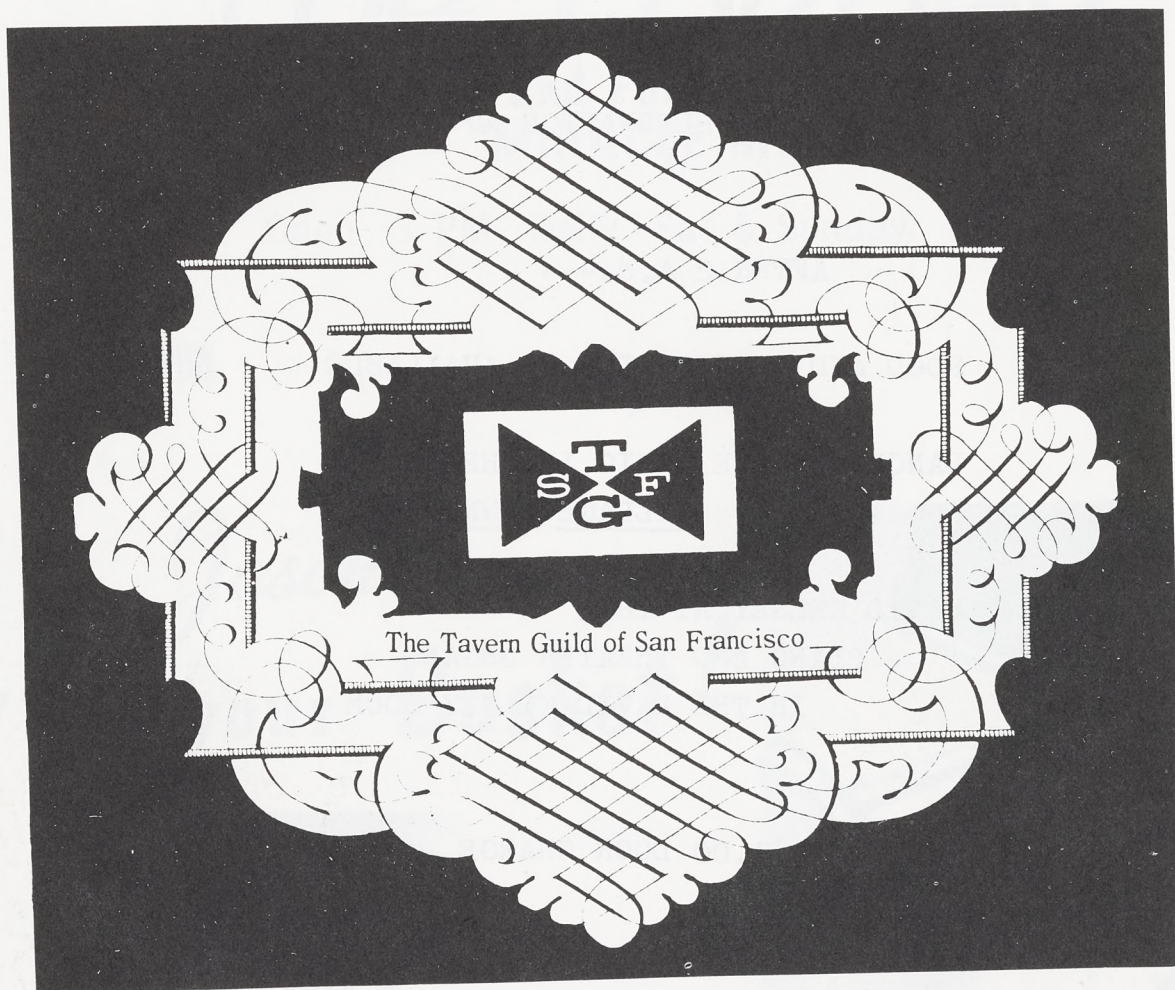
FOOD AND COFFEE WILL BE AVAILABLE

DANCE TO LIVE MUSIC IN THE
VILLAGE DOWNSTAIRS

DAVID KELSEY AT THE
PIANO AND THEATER ORGAN
IN THE DAVID KELSEY ROOM

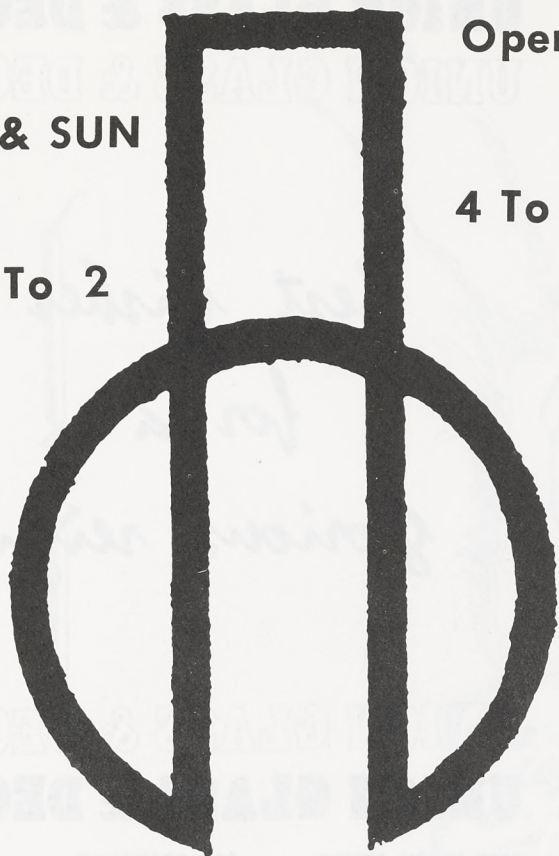
\$1.00 DOOR CHARGE

Anthony E. Kemp



SAT & SUN

12 To 2



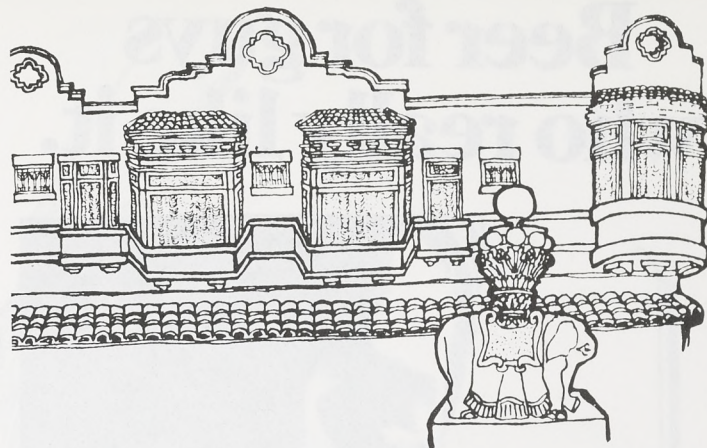
Open

4 To 2

Pendulum 4146 18TH ST



Peggy King invites everyone to a Birthday
— Party for the One & Only
PETER KING
~ January 14, 1971 ~



THE SAUSALITO INN

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6-12 IN OUR DINING ROOM

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• SUNDAY BRUNCH

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who really like it.**



Man, it's Falstaff.

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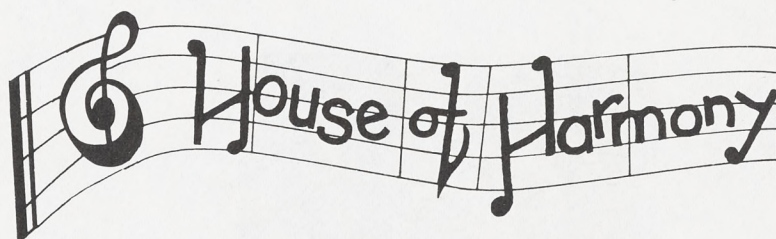
*Best wishes
for a
glorious reign*

UNION GLASS & DECOR
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1785 UNION STREET

SAN FRANCISCO

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1312 POLK STREET 885-5300

WHERE FRIENDS MEET

449

MON THRU FRI

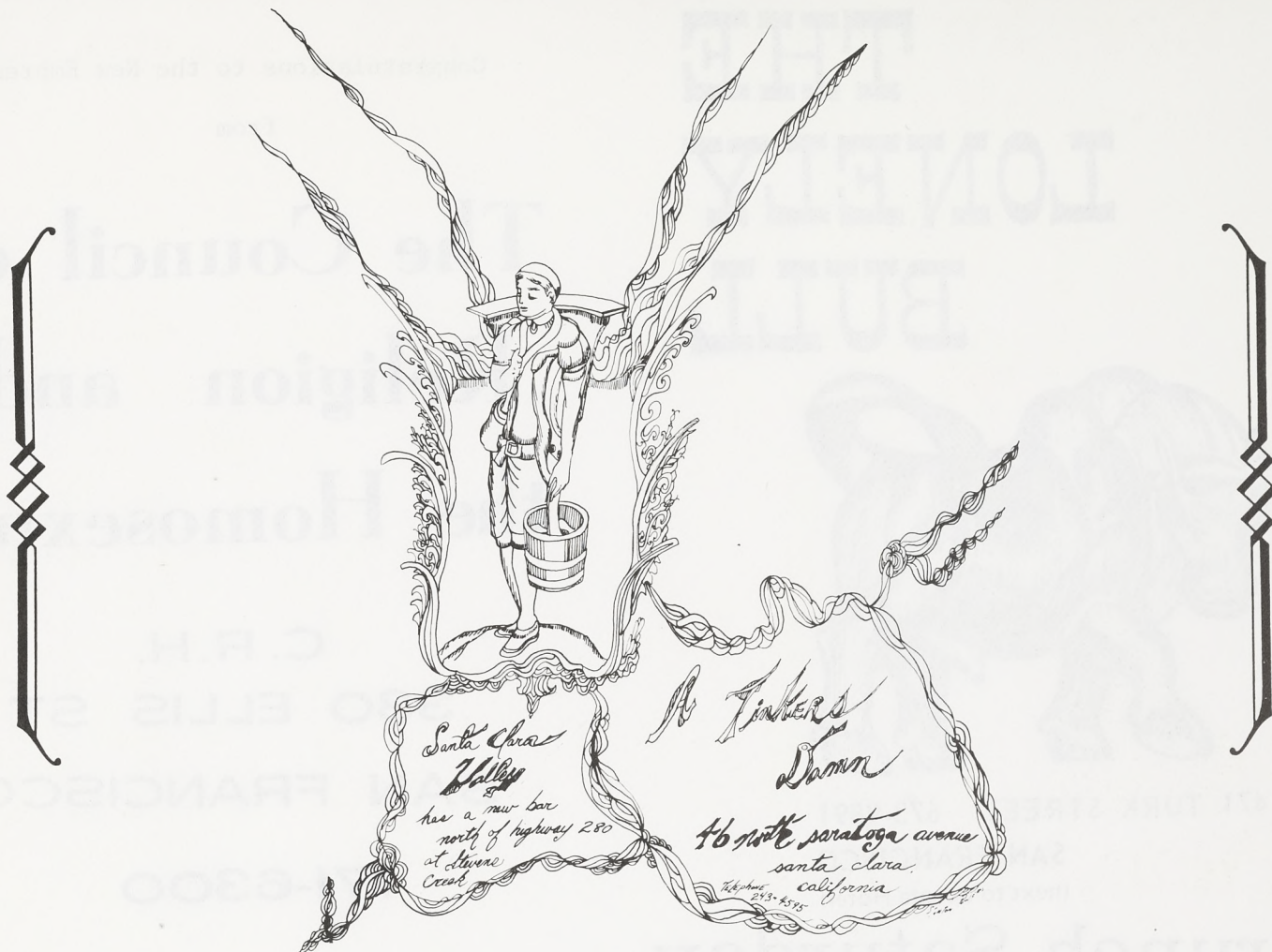
Cocktails

HOUR 5:30 To 7:30 .50

YOUR HOSTS

Don, Frank, Rome, Dorothy.

WEEK ENDS, Mad Madame



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north of highway 280
at Alvarado
Crest*

*A Finkers
Dinner*

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santa clara
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Valet

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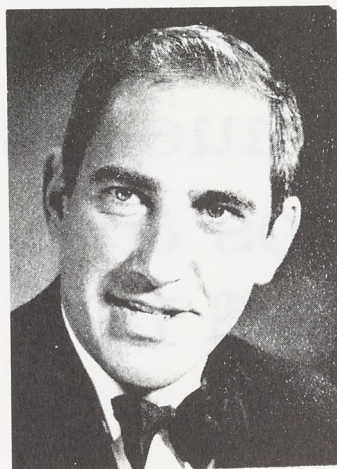
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Men's Wear

MONDAY-SATURDAY 10-6

Bank Americard - Master Charge Card



HAVING

A

PARTY

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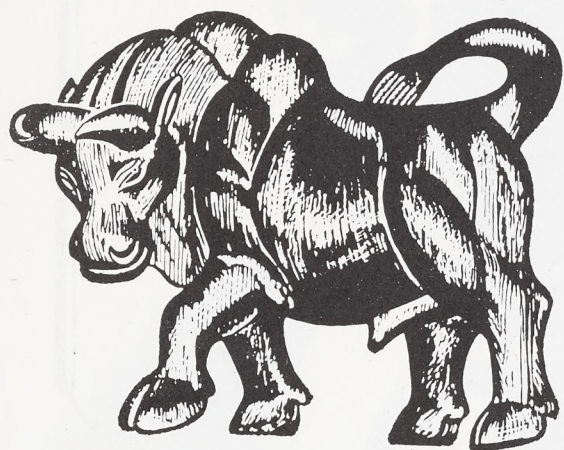
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SAN FRANCISCO

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Call 587-0840 NICK JORDAN

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SAN FRANCISCO
(next to Senate Hotel)

Brunch Saturday
& Sunday

Featuring huevos
rancheros &
margarita \$ 1.00

Cocktail time

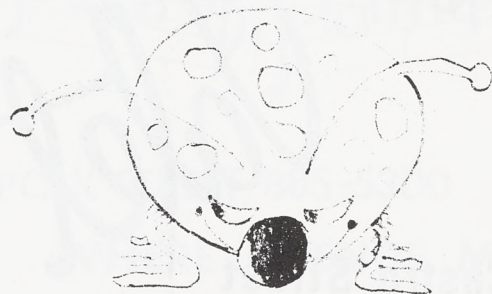
weekdays 5 to 7
Sundays 6 pm
to 2 am

Congratulations to the New Empress

from

The Council on
Religion and
the Homosexual

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